

# LIFE



U.S. SUPER-ROAD SYSTEM  
GROWS AND GROWS  
SALADS, HEARTY AND LIGHT

EVA MARIE SAINT  
FROM TV TO STARDOM  
IN MOVIE 'WATERFRONT'

20 CENTS

JULY 19, 1954



# The G-E Spacemaker gives you big-range cooking in compact space...only \$229<sup>88</sup> (OR ABOUT \$2.38\* A WEEK)

New low prices based on reduced excise tax.

**More room for counters, storage, other new appliances**

**New, wider oven holds huge meal.** Easier to reach and see food. Easier to clean. New, G-E "Focused Heat" broiler uses less power than older types.

**Also:** slide-out drip trays, self-cleaning Calrod® surface units, big storage drawer, 2 appliance outlets—1 timed, fluorescent lamp over surface units which are

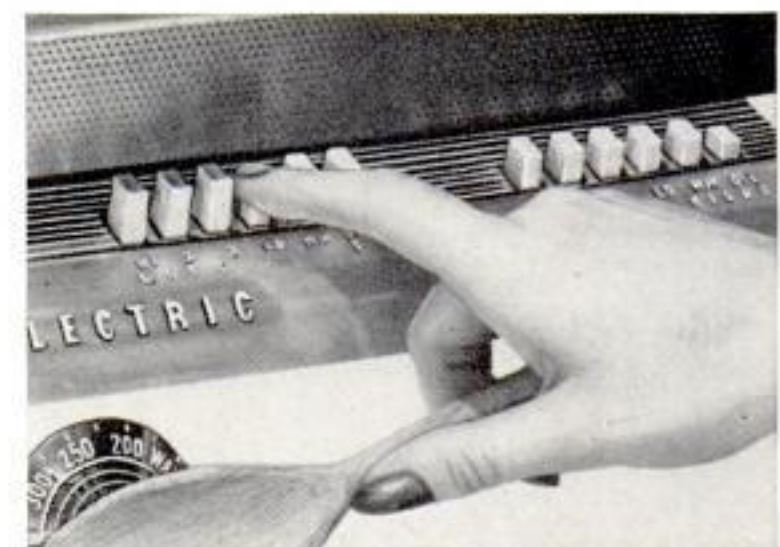
widely spaced to allow room for large pots.

**General Electric ranges** come in de luxe, standard and Spacemaker models. All have big ovens, pushbuttons, oven timers, EXTRA-Hi-Speed units. Many have other luxurious extra features.

**Be modern—cook electrically**



**New! Faster Cooking Starts.** All units newly designed for speedier-than-ever cooking. Right rear unit is G.E.'s new EXTRA-Hi-Speed wonder.



**Pushbuttons click on exact heats...** warm to hi-speed. A row for each surface unit. On, off at a fingertip touch, even when hands are full or wet.



**Oven timer** is so easy to use. Turn a knob for length of time you want meal to cook, another knob for when you want food to be done. Heat goes on, does cooking, goes off without attention. Safe to leave as your electric refrigerator.



**New! Removable,** bake and broil units are fully enclosed. They slide out to clean, make oven cleaning easy. No open coils. New "Focused Heat" broiler cooks the delicious "charcoal" way.



**Look!** Oven's so big it holds 4 dozen cookies or 4 cake layers on 1 shelf. Yet this G-E Spacemaker Speed-Cooking range fits in little space. See all its de luxe features at your G-E

dealer's. (He's in classified phone book.) General Electric Company, Appliance Park, Louisville 1, Kentucky. About \$2.38\* a week. Full price . . . . . \$229<sup>88</sup>

**Speed-Cooking ranges . . . so fast . . . so clean . . . so dependable**

**GENERAL  ELECTRIC**

\*After small down payment. See your G-E dealer for details. Prices and specifications subject to change without notice. Available in Canada at slightly higher price.







# Now! Travelers

## gives you protection +

## + cash values

# at low

**H**ERE IS the insurance policy you *need*—with plus features you've always *wanted*! In one package—at a price you can afford to pay—is the family protection you *need* today, plus income you'll *want* when you're ready to retire, plus significant cash values for emergencies that may come up between now and then.

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If you're 25 years old, for example, here's what \$16.20 a month (even less if you pay annually) buys:

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- Cash values for emergencies (Only 15 years after you've bought Protection + Plus, your policy will have a cash value of \$2290.)

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And there are *more* plus benefits available with this exciting Protection + Plus Policy. Of particular value to younger men whose children—and estates—are not yet fully grown, is the combination of Protection + Plus with *double* or *triple* protection for these critical years at a small additional premium.

If you decide at 65 you'd rather not retire, you can continue premium payments for Protection + Plus up to age 70, and then get even larger monthly checks.



# “Protection+Plus” Policy

## retirement income

# COST!

Protection + Plus may be issued to provide for waiver of premiums in case you become disabled as defined in the contract. Double indemnity for accidental death is also available.

*Protection + Plus is your kind of policy. It can be written in small or large amounts as your needs require. The man to see, of course, is your nearby Travelers agent. With his exclusive Retire-O-Meter demonstration, he can quickly show you exactly how this policy will work for you. No obligation, of course.*

For a free copy of the new booklet *The Story of Protection + Plus*—fill in and mail this coupon.

PROTECTION + PLUS IS NOT AVAILABLE TO WOMEN.

RATES AND VALUES SLIGHTLY DIFFERENT IN CANADA

HELP YOURSELF TO  
SECURITY THROUGH



ONE OF THE LEADING LIFE INSURANCE COMPANIES

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STREET .....

CITY ..... STATE .....

AGE .....

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## LETTERS TO THE EDITORS

### THE LITTLE LEAGUE

Sirs:

Let me congratulate you heartily on "The Little League" (LIFE, June 28). I am fortunate enough to have been a manager of a Little League team in San Bernardino. In 1951 we went to the Little League World Series in Williamsport, Pa. Believe me, if all the people who have been criticizing the program had been able to make that trip with those fifteen 12-year-old boys, they would be the program's strongest supporters.

PFC. ROY S. MELVIN

Fort Bliss, Texas

Sirs:

Your statement, "Kids thrive on competition," is one that I take exception to. . . . In the Forest Hills Little League we have tried to emphasize good sportsmanship and team play rather than the importance of winning or losing. Of course our managers and coaches are interested in winning, but if they can teach their boys to lose gracefully, the boys will come out better citizens.

WILMA SAMPSON

New York, N.Y.

Sirs:

Mr. Crowley's rules (e.g., "Don't fraternize with opponents . . .") ought to make parents everywhere do a little thinking about the educational values of nonschool sports programs for children. . . .

KENNETH D. MILLER

Tallahassee, Fla.

Sirs:

The people of Manchester think you made a good group of boys proud. I was especially proud to see my brother Terry.

SUSAN PIASECNY

Manchester, N.H.

### TWO FACES OF CHOU EN-LAI

Sirs:

Grim Chou En-lai ("The Two Faces of Chou En-lai," LIFE, June 28) had a reputation of sorts several years before he moved on to Shanghai. In 1926, when Russian Communist influence was strong in China, he was a civil administrator of Swatow. In one of the first references to him in the English-language press he is called the "notorious civil administrator" by the *South China Morning Post* on April 21, 1926. The same dispatch states that after Chiang's March coup d'état "there has been a significant

disappearance of extreme party leaders (i.e., Communists). They have found it good for their health to leave these parts. . . ."

MALCOLM ROSHOLT

Rosholt, Wis.

### HOLD YOUR HORSES

Sirs:

I greatly enjoyed the splendid Barnum and Bailey circus parade ("Hold Your Horses! Here It Comes!" LIFE, June 28). Three years ago our family made a trip to Springfield to see this fine piece of craftsmanship. Your picture of the 40-horse team pulling the famous Two Hemispheres Band Wagon was particularly fine.

Did you know that June 27 was the 91st birthday of the last living driver of that famous team? He is Jake Posey (above), now retired after a lifetime as a driver and superintendent of the baggage stock departments with Barnum and Bailey, Buffalo Bill's Wild West Show and Sparks Circus.

ROBERT D. GOOD

Allentown, Pa.

Sirs:

The very finest thing ever published in LIFE was "Hold Your Horses! Here It Comes!" The parade is a work of art in the truest sense.

GORDON M. POTTER

St. Joseph, Mich.

Sirs:

Can it be all of 51 years ago this past spring that I and a host of other youngsters watched atop the 12-foot fence in Bridgeport, Conn. while Barnum and Bailey's skinnners "shaped up" the 40-horse hitch (below) for use that season? What a sight! But regarding the "big hitch," as I recall it they were bays, not dapple grays.

NELSON KEYES

Springfield, Pa.

● Sometimes they were bays, sometimes dapple grays. Whatever the color, they were never mixed.—ED.

Sirs:

Your readers need not be 50 years old to have seen "The Two Hemispheres Band Wagon" of a bygone



FORTY-HORSE TEAM IN BOSTON IN 1905

CONTINUED ON NEXT PAGE



Before you buy, see the

## VICTOR QUICKFREEZER with the New Pedal-Dor!

### Convenient...

#### Opens with a touch of the toe.

The new Victor Pedal-Dor Upright Quickfreezer stores up to 665 lbs. of frozen food, all within easy reach . . . yet needs less than one square yard of floor space. You'll really love the Victor Pedal-Dor convenience . . . opens with a touch of the toe . . . leaves both hands free to store or remove food from the Quickfreezer.

### Beautiful...

#### Styled for today's modern living.

No other freezer can match the new Victor for beauty. The smart graceful lines, the gleaming whiteness and attractive Aztec Gold trim, clear plastic push plate make this a welcome addition to any kitchen. And Victor's many can't-be-copied features make it just as practical as it is beautiful.

### Remember No other Freezer has

#### ALL these features:

1. Adjustable Shelf
2. Storage Door and Storage-Juice-Selector for added space
3. Big, Separate Quickfreezer Compartment
4. Visible Guard-a-Lite Signal
5. Toe Touch Pedal-Dor . . . leaves both hands free
- Noiseless "Sonic-Blanket" Cold with Victor's Static Condenser means no sweating EVER
- Victor 5-Wall Cold Refrigeration
- Famous 5 Year Warranty \$200 Food Spoilage Protection

FREE



ASK FOR FREE BETTY BLAKE FOOD BUDGET That Shows You How To Save \$120 a Year Phone Western Union Operator 25 and ask for name of Your Nearest Victor Dealer

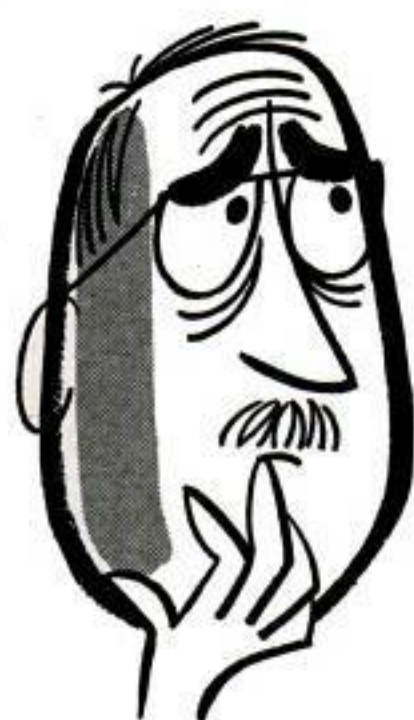
**Victor**

Victor Products Corp., Hagerstown, Md.  
Pioneers in Refrigeration for Almost 35 Years

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Don't wonder  
Don't worry



Call today  
and be sure

#### LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia	40¢
Cleveland to Louisville	75¢
Boston to Pittsburgh	95¢
Baltimore to Atlanta	\$1.05
Miami to San Francisco	\$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax.



## LETTERS TO THE EDITORS CONTINUED



RESTORED "TWO HEMISPHERES BAND WAGON"

day. This famous chariot (above) is displayed in Davenport, Iowa by Colonel B. J. Palmer, who has restored it to its original condition.

CHARLES R. HARMAN  
San Diego, Calif.

#### HAYDN'S SKULL RETURNED

Sirs:

There were a couple of errors in your story "Haydn's Skull Is Returned," (LIFE, June 28). The skull was not given to a museum by the sons of the doctor of one of the grave robbers, as you said, and both, not just one, of the thieves wanted the trophy to repose in a museum. But the widow of the one feared police action and gave the skull to her family physician, Dr. Karl Haller. He gave it to the Viennese anatomist, Dr. Karl Rokitsky, who kept it in his private medical museum. Finally in 1895 his sons donated the Haydn skull to the Friends of Music Society in Vienna.

MARTIN BERNSTEIN  
New York, N.Y.

#### A HUNT FOR GEODUCKS

Sirs:

At last the rest of the U.S. will know about our famous Puget Sound "gooey ducks" ("LIFE Goes on a Hunt for Geoducks," LIFE, June 28). I have visited other parts of the country and related some of our family's adventures in gooey duck digging and received only skeptical looks.

MARY FINLAYSON  
Ephrata, Wash.

#### LETTERS TO THE EDITORS

Sirs:

I would suggest that Frank Harris who said LIFE's "blast" at McCarthy was little short of "treason" (Letters to the Editors, LIFE, June 28) look up the definition. I find this: "Betrayal . . . of the government."

Since when has McCarthy become our government? . . .

MRS. G. O. MATHEWS  
Seattle, Wash.

#### AFTER-DINNER ART

Sirs:

I have only just seen the article "After-Dinner Art" (LIFE, April 26), in which you reproduced a sketch of



TWO VIEWS OF AN OGRE

an "ogre" I made at Chez Georges. However, you got everything back to front. I am not Italian, but Portuguese, and my name is not Pedro Leitao but Pedro Leitão. So I thought you might like to have the sketch itself turned back to front (above).

PEDRO LEITÃO  
Lisbon, Portugal

"I'm so glad  
you called"



"She's much  
better now"

#### LONG DISTANCE RATES ARE LOW

Here are some examples:

Cleveland to Pittsburgh	45¢
Syracuse to Boston	70¢
Chicago to Washington	\$1.10
Philadelphia to Miami	\$1.35
Los Angeles to New York	\$2.00

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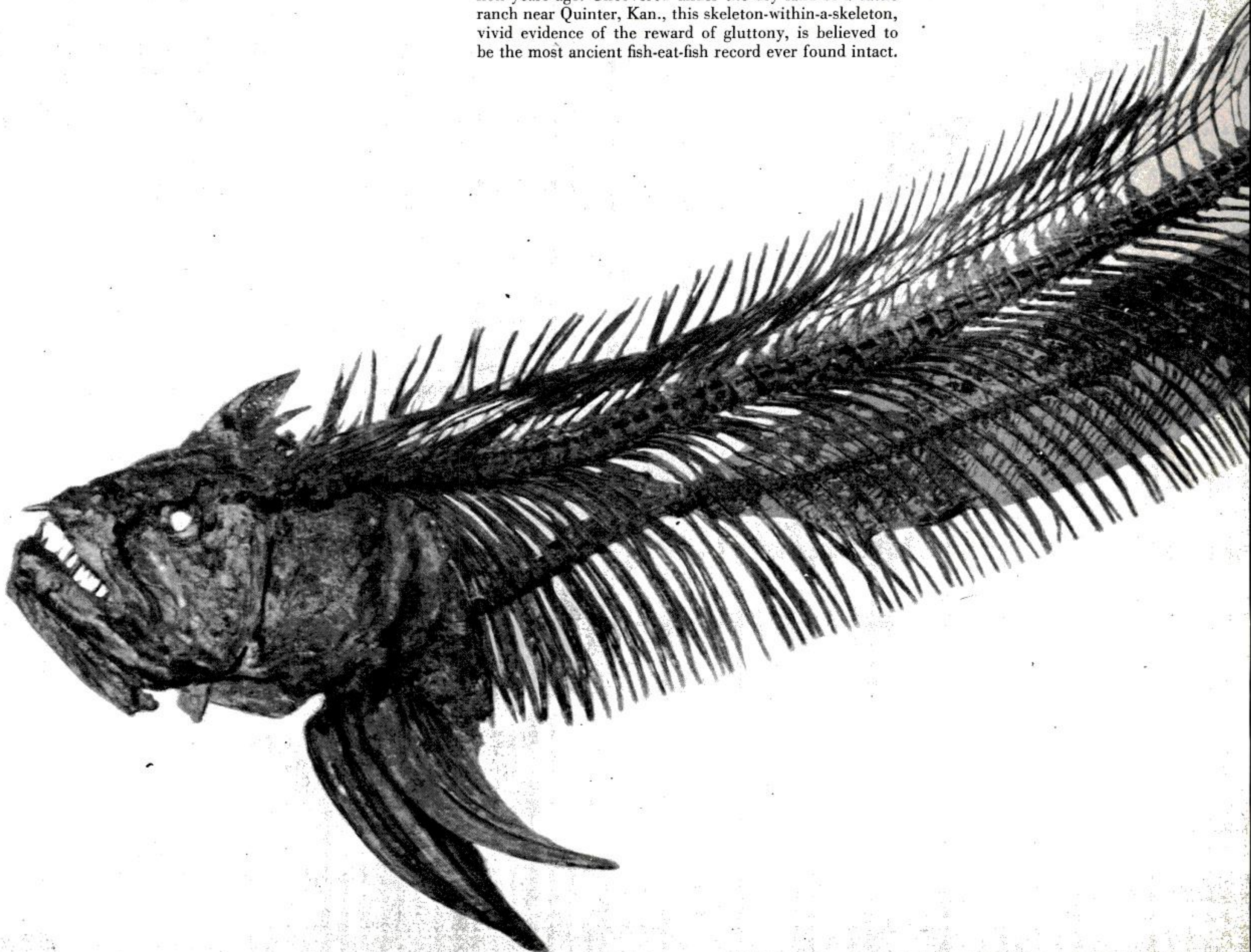
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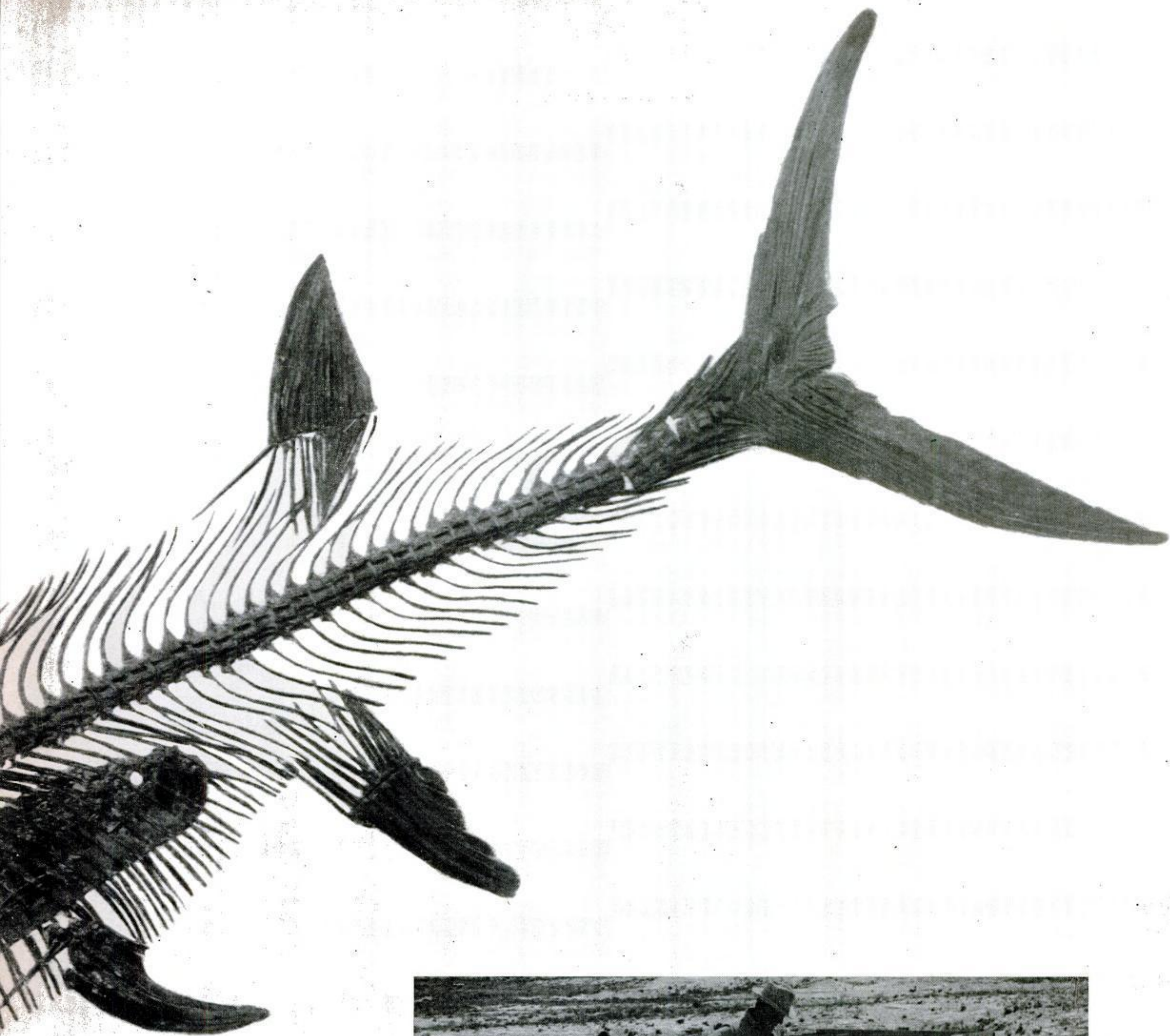
# SPEAKING OF PICTURES

**The fossil skeletons of a fish within a fish  
give 90 million-year-old record of a glutton**

Ninety million years ago a 14-foot-long tyrant fish called *Portheus* swam through the great shallow sea that covered what today is Kansas. Like its distant modern relative the tarpon, *Portheus* was a fierce predator, armed with a bulldoglike lower jaw for lunging at prey from below. It came upon a 6-foot-long herring-type *Ichthyodectes* and proceeded to swallow it whole. This huge wriggling repast may have been too much for the ravenous *Portheus*. At any rate, it died with its belly full. Then it sank heavily into the sea ooze, where it became fossilized in the clay while the Cretaceous American Sea vanished about 70 million years ago. Uncovered under the dry land of a cattle ranch near Quinter, Kan., this skeleton-within-a-skeleton, vivid evidence of the reward of gluttony, is believed to be the most ancient fish-eat-fish record ever found intact.







**SITE OF FIND** was slab of rock in a bed of clay into which Porthus sank. Fossils were discovered by Walter Sorenson of American Museum of Natural

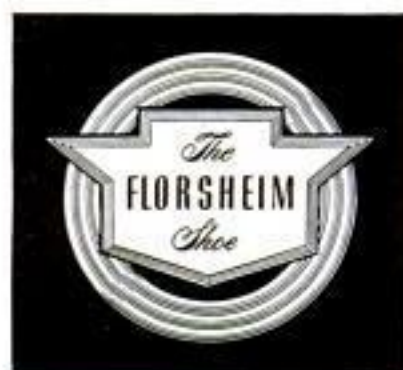
History and dug up by George Sternberg (*above*) of Fort Hays Kansas State College Museum. Streamlining and forked tail show Porthus was fast swimmer.



If  
it isn't a  
Florsheim  
it isn't a  
**\*LOTOP**

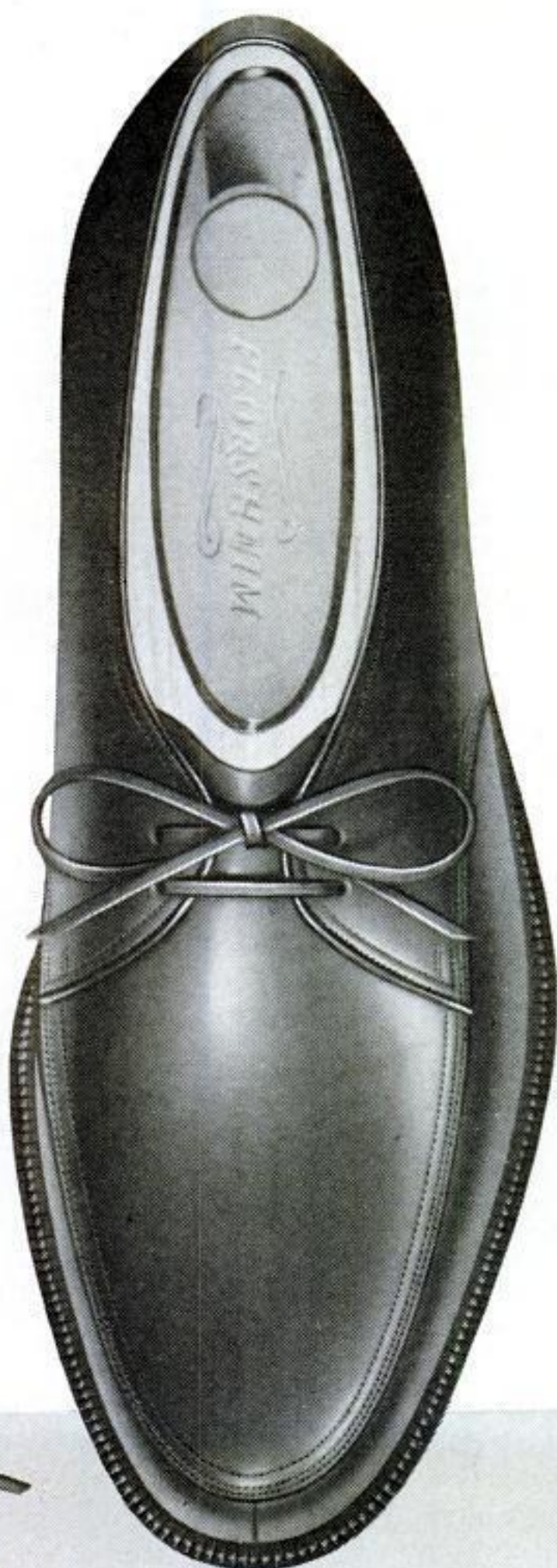
Not merely a new shoe, but a totally new *concept* in shoes, a lower, lighter profile, with the weight removed where there is no wear—the casual look in fine street shoes. You'll want to wear the \*LOTOP—but don't settle for less than the genuine! If it isn't a Florsheim, it isn't a \*LOTOP!

*\*None genuine without this trademark*



The \*LOTOP with Flexole cushion insole;  
S-1456, black calfskin;  
S-1457, burgundy; S-1458, tan.

Most Florsheim Styles  
**\$17<sup>95</sup>** and higher



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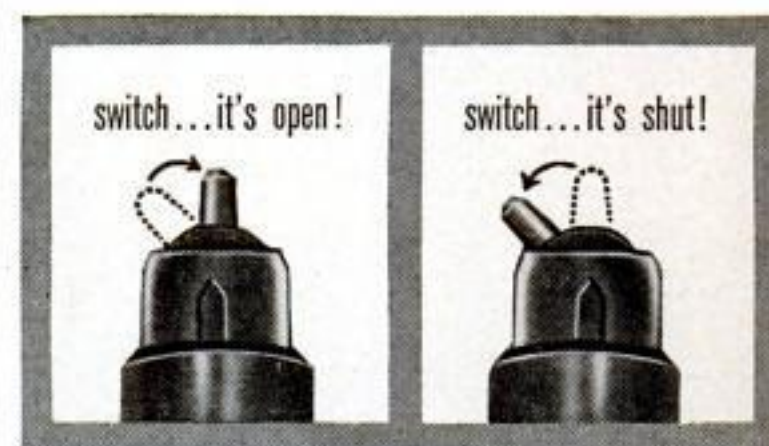
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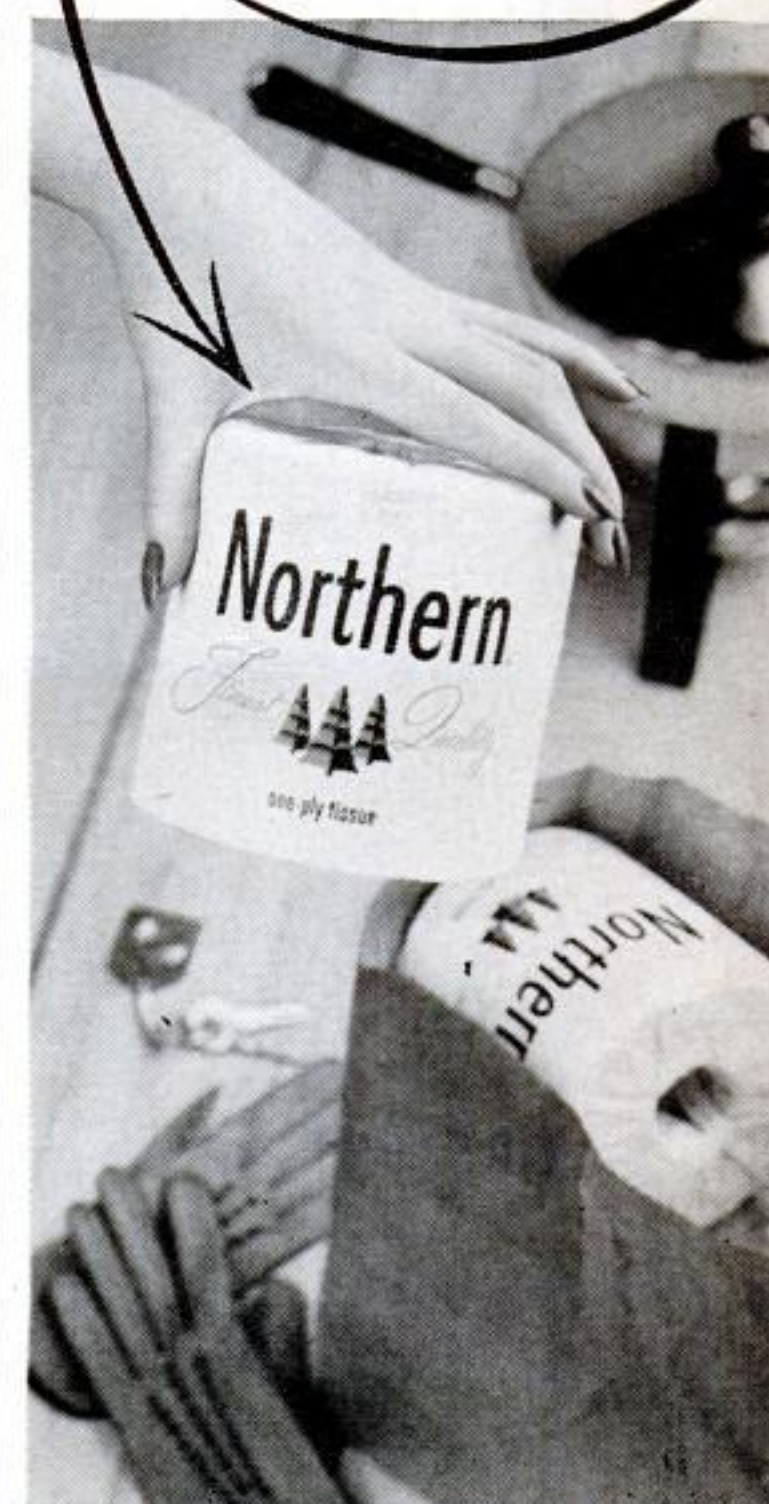


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### NEW, EXCLUSIVE ANSCOFLEX FEATURES!



You see *all* of your pictures clearly in the big brilliant subject finder, which is well shaded by the new-type viewing hood. No focusing or lens adjustments of any kind—just center your subject in the finder, and press the red shutter release button! Anscoflex makes picture-taking easy!



Combination self-erecting finder hood and lens shield. The large film winding knob has a ratchet action—you wind the film just the way you wind a watch.



The pre-set flash shutter and lock-on flash attachment are designed especially to provide dependable results with flashbulbs. You'll enjoy your Anscoflex for many years to come.

P.S. For best results with any camera use **ANSCO ALL-WEATHER FILM!**

— a truly *modern reflex camera*. You've never seen a camera with the rich gray and silver beauty of the brand new Anscoflex. Styled by Raymond Loewy, this completely new reflex camera combines smart good looks with modern technical advances and sturdy metal-clad construction to bring you everything you've ever wanted in an easy-to-use snapshot camera!

The big brilliant finder lets you see *all* your picture *clearly*... built-in double exposure prevention guards against disappointments... the big, finger-fitting film knob makes advancing the film as easy as winding your watch... the dependable flash shutter and lock-on flash attachment let you take snapshots any place, any time, regardless of light! In every way you'll find this modern AnSCO camera a joy to use, and a smart traveling companion!

Be sure to see the exciting new Anscoflex camera... now at photo stores and film counters everywhere.

Anscoflex Flash Attachment, \$4.95... Genuine Leather Carrying Case, \$3.50.

### People Who Know Buy AnSCO!

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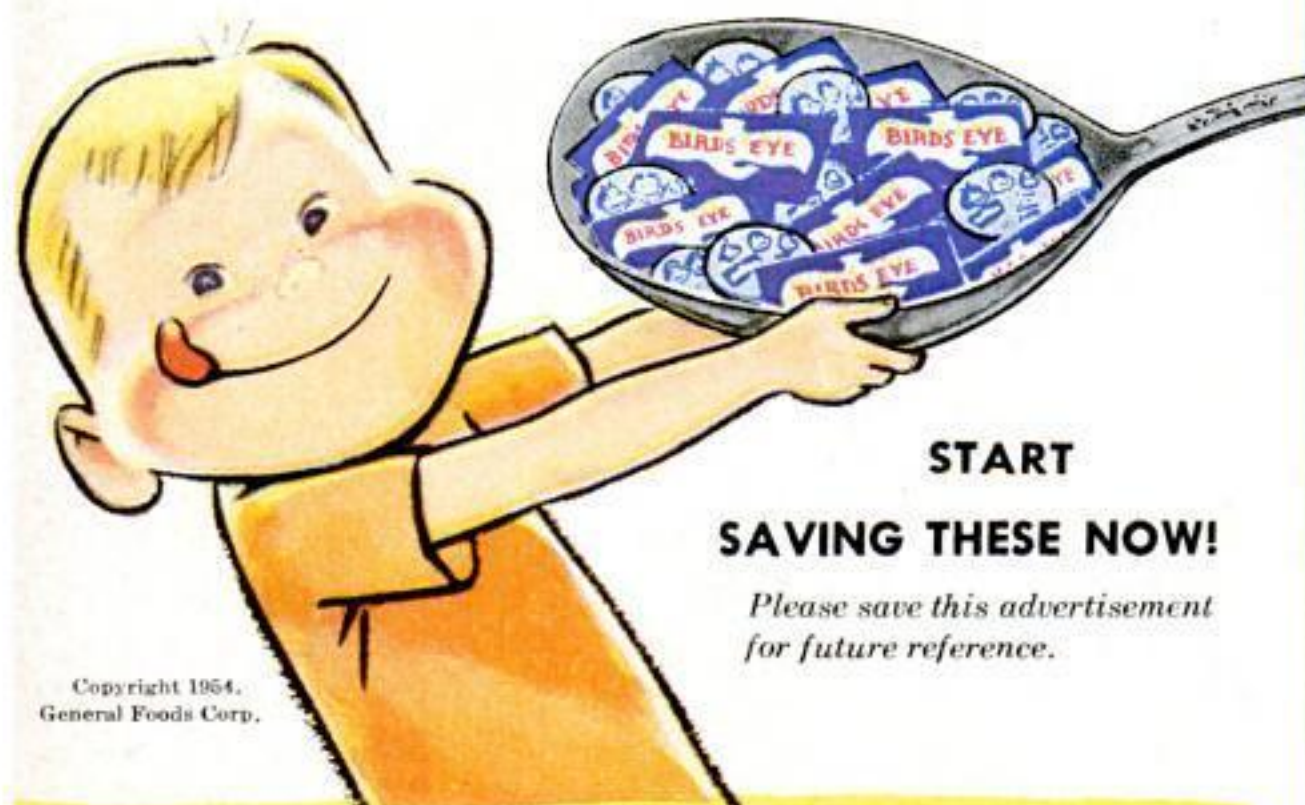
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This **moneysaving club** is Birds Eye's way of celebrating its 25th Anniversary in Frozen Foods with YOU!

**Anyone can join!** To get any of these items at savings of up to 50%, do this: Send the trade marks from the fronts of any 2 Birds Eye packages (fruits, vegetables, poultry, fish, or specialties)—or the tops from 2 Birds Eye Juice cans—together with the amount of money listed on the order blank below.

Send your order to: Birds Eye, Wallingford, Conn. Please use the order blank below.



**START  
SAVING THESE NOW!**

Please save this advertisement for future reference.

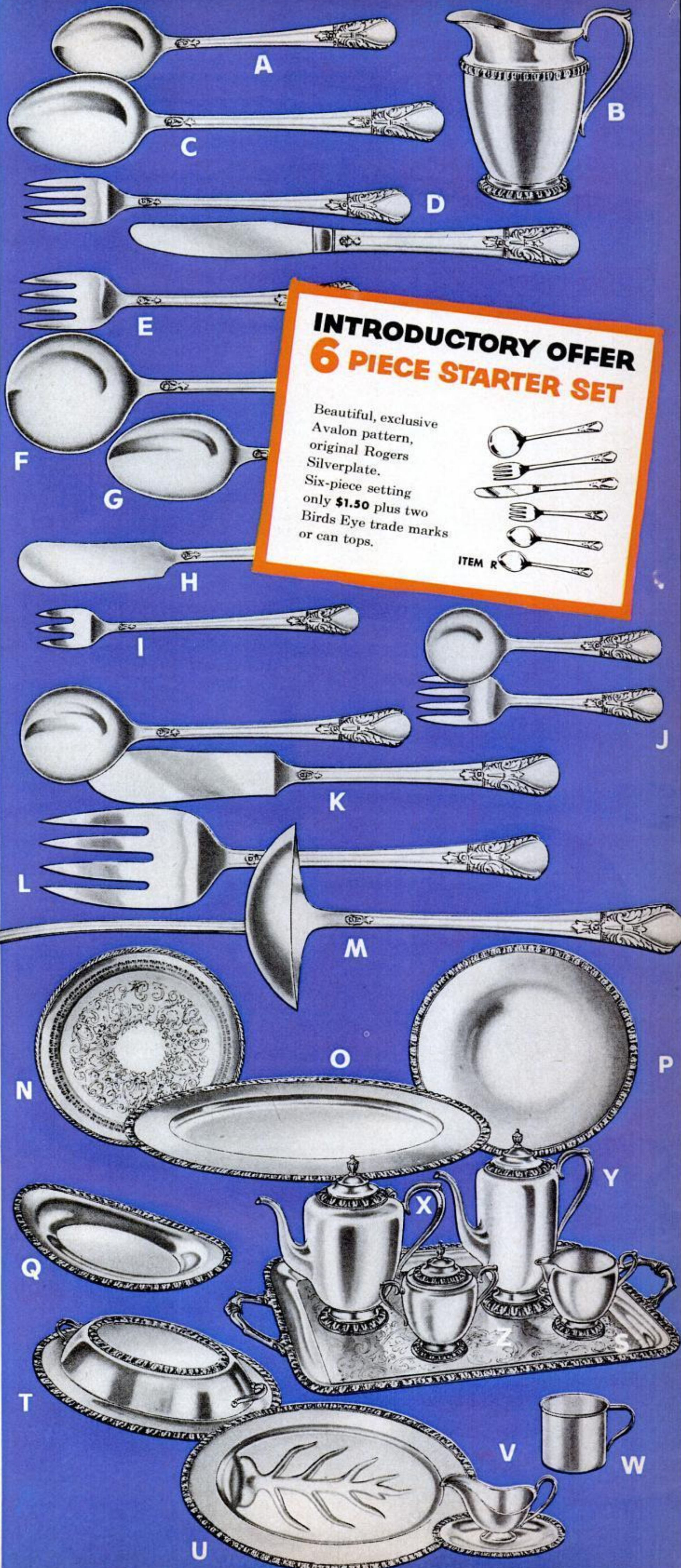
BIRDS EYE, WALLINGFORD, CONNECTICUT. I am enclosing ..... in cash (no stamps, please) and ..... Birds Eye trade marks (or can tops). I have specified the items (and number) I want.

NO.	ITEM	FLATWARE	AMT.	NO.	ITEM	HOLLOWARE	AMT.
R	6-pc. Place Setting		\$1.50*	N	Cocktail Tray		\$7.00*
A	6 Teaspoons		\$1.00*	P	Sandwich Tray		\$6.00*
D	1 Knife and 1 Fork		.75*	S	Oval Tray		\$10.00*
F	4 Soup Spoons		\$1.00*	X	Tea Pot		\$9.00*
E	6 Salad Forks		\$1.50*	Y	Coffee Pot		\$9.00*
H	6 Butter Spreaders		\$1.50*	Z	Sugar and Creamer		\$9.00*
G	6 Iced Teaspoons		\$1.50*	U	Well and Tree		\$9.00*
I	6 Cocktail Forks		\$1.50*	T	Double Vegetable Dish		\$9.00*
C	3 Tablespoons		\$1.00*	V	Gravy Boat		\$9.00*
K	1 Butter Knife and 1 Sugar Spoon		.60*	O	Meat Platter		\$9.00*
L	2-pc. Salad Set		.85*	B	Water Pitcher		\$9.00*
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AUDIENTES ARE UNAPPRECIATIVE IN TEXAS, APPRECIATIVE IN CALIFORNIA; DUNE-BUG RIDERS ARE HAPPY, CREW-CUT'S DATE DOUBTFUL

## TAKE IT OR LEAVE IT, OR ONE MAN'S MEAT . . .

A good guide for an entertainer is "give 'em what they want" and most journalists would like to be as obliging. But real life isn't that way, even in the American scene which we think generally satisfying. As a matter of fact it would be considerably less than satisfying if there weren't differences of opinion on what parts to take and what to leave alone.

Take, for example (or leave), the matter of crew cuts for girls in this week's issue (pp. 68-70), a controversial subject, particularly for those who haven't made up their minds yet about crew cuts for men. You may get a summer kick from amusement park rides or may see no reason to spend money to scare yourself to death. Either way there's a fascination about the desert dune bugs on pages 53, 54 and a new kind of centrifugal squirrel cage imported from Europe on page 35.

The controversy of whether to save your money or let it ride on a long shot is being resolved in favor of the long shot in Salt Lake City where (pp. 12-15) a latter-day type of gold fever is overrunning the citizenry. In Hollywood they've struck it rich again with a new kind of nightclub (pp. 42-43) and here again readers will have to make up their minds as

to whether they can take something or leave it alone—this time the idea of legs with their soup. No such question, of course, will arise in the case of New York's new multimillion dollar thruway (pp. 75-80) which droves of motorists will soon be quite literally taking—and leaving with reluctance.

There was a built-in controversy on the salad question even before LIFE appeared this week. The New York Times rose to protest, "That season of the salad is upon us, and it is less a season than a scourge" and went on to bewail such confections as the "Kris Kringle Salad, the Polka-Dot Melon Salad, the Celery Pin-Wheel Salad" and an "Oriental Salad, which contains . . . kumquats, dates, maraschino cherries . . . preserved ginger, chopped almond and whipped cream . . . fine on top of a ball of vanilla ice cream for dessert, but can it ever replace the porterhouse steak as the *piece de résistance*?" LIFE puts the choice squarely up to its readers but defies them to find any kumquats on pages 57-61. As for the Times's criticism, it is to be welcomed in a free, democratic country. Another form of take it or leave it—unique, violent and effective, probably just as democratic—appears on page 17.

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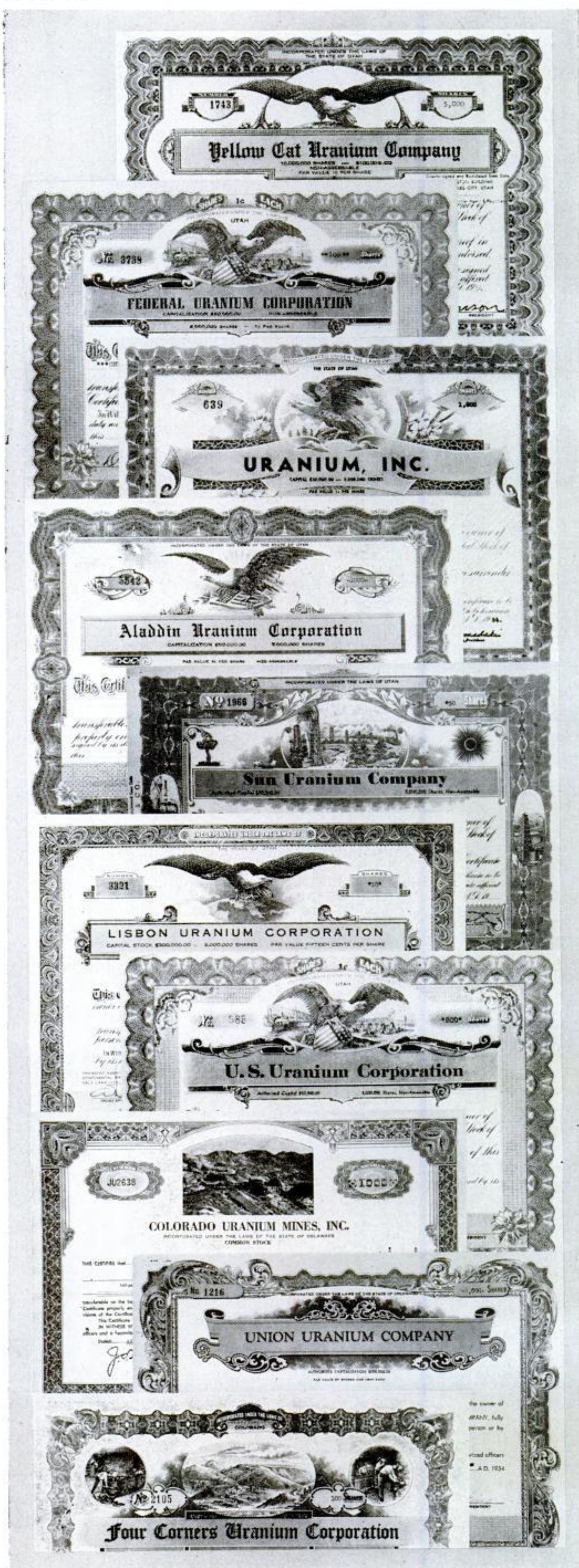
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**STOCK CERTIFICATES**, richly engraved, often carry traditional eagles as trim. Financier Floyd Odium's Lisbon Uranium (sixth down) made record growth.



INVESTORS JAM J. A. HOGLE & CO.'S BROKERAGE HOUSE IN SALT LAKE CITY.

## URANIUM MAKES

It was crazy. In Salt Lake City plain citizens who didn't know A.T. & T. from Aunt Hannah's apples were crowding into brokerage houses (above) watching the changing prices of over half a hundred low-priced uranium stocks—and buying them as fast as they could raid the grocery fund or shake coins out of the piggy bank. A furniture store gave uranium shares free with each \$400 purchase. New stocks were being issued every day by brand-new companies, some with good holdings and prospects, many others with little chance of ever unearthing an ounce of uranium ore.

But there were dozens of customers panting to buy the stocks at double or triple their first offering price. And there were just enough success stories, like Lisbon Uranium, which went from 20¢ to \$3.12½ in six months, to make the whole thing seem at least faintly logical. Sales, largely in over-the-counter trading, hit seven million shares a day in early June in Salt Lake City. Then they settled down to what one harried broker called "a dull roar," only 5.5 million shares a day, twice as much in





CHECKING URANIUM STOCKS, SOME NEW AND ONLY CHALKED ON BOARD. FEW URANIUM STOCKS ARE TRADED ON REGULAR SALT LAKE STOCK EXCHANGE

# A WILDER WEST

shares as on a busy New York Stock Exchange day though far less in value. The penny stock boom was centered in Salt Lake, but has spread to stock-trading centers throughout the country.

Like the historical booms in gold, copper and oil stocks, the uranium stock boom is rooted in actual events. Since 1948 the desolate, canyon-cut 107,000-square mile area called the Colorado Plateau and encompassing parts of Colorado, Utah, New Mexico and Arizona has become the second largest uranium-producing area in the world, exceeded only by the Belgian Congo. Encouraged by a well-heeled and well-guided Atomic Energy Commission program, tonnage has about doubled every 18 months, and a multimillion-dollar capital investment—obtained partly from penny stock issues—is transforming dusty little Mormon towns into hustling, overcrowded mining camps. The struggle to locate potential ore deposits, to stake and protect claims (*next page*) and to get the ore out is an arduous business and to date it has produced more bankrupts than bonanzas.



**SMALL OPERATION**, typical of those on which big stock trading is based, is worked by Don Hancock (*above*) and two helpers on Calamity Mesa in Colorado.



## AS MIGHT BE EXPECTED: VIOLENCE OVER CLAIM-JUMPING



**URANIUM SHOOTING** took the life of a bellicose ex-Mormon named Leroy Wilson, who began acquiring claims near Kanab, Utah, was suspected of claim-jumping. Prospectors have always had ways of taking care of claim jumpers, and someone took care of Wilson. He was found dead, shot six times. Local detective

shows where killer stood (left). Sheriff Mason Meeks takes position (center) in which Wilson's body was found. Suspicion fell on Farmer Tom Holland (being taken to courthouse to testify, right), who was to share claims with Wilson and was believed to have been last to see him alive. He will go on trial next month.



**HIGH-PILED ORE** at AEC's mill at Monticello, Utah is year's supply for smelters. It came mostly

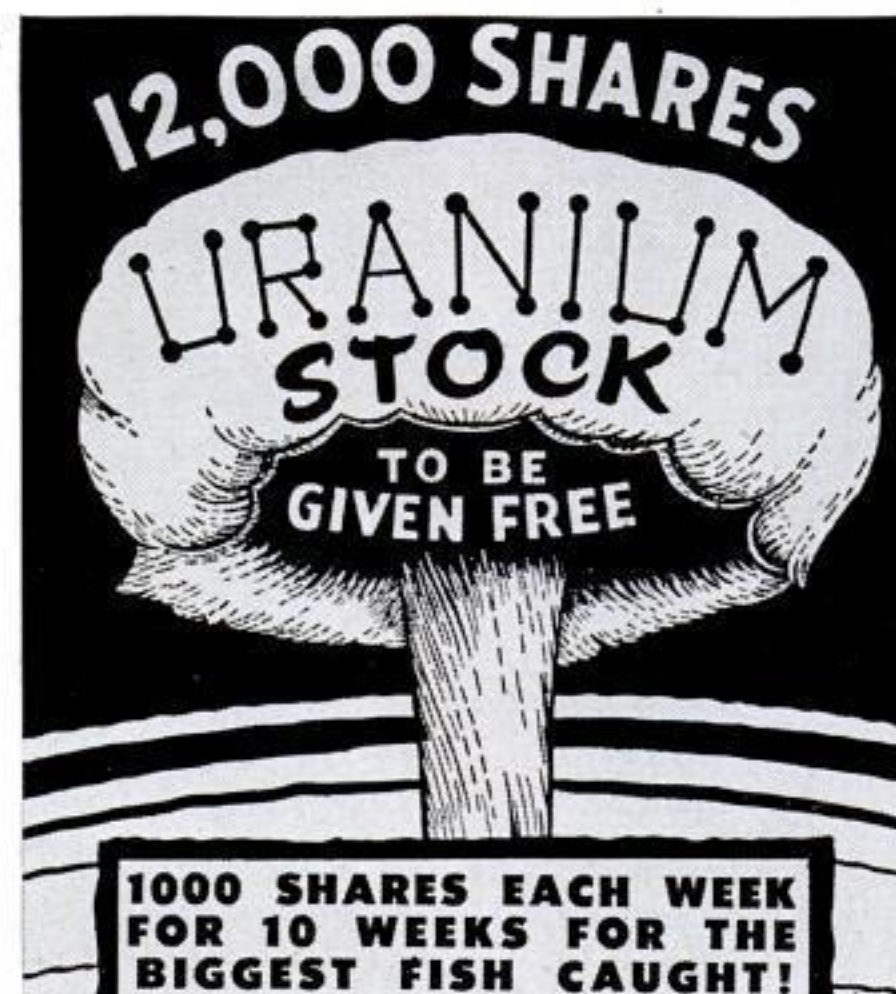
from Charlie Steen's rich Mi Vida mine 35 miles northeast. Ore is reduced to uranium oxide here.



**CLAIMS** in Monticello, Utah recorder's office fill two stacks of books. Another claim is being added.



**SILLY SIDELIGHTS** of penny uranium stock boom in Salt Lake City include a uranium-burger



which is really just a nonradioactive hamburger. Another shop offers uranium sundae, a concoction



of ice cream and sherbet smothered with whipped cream, pineapple and jelly beans. Two contests—a



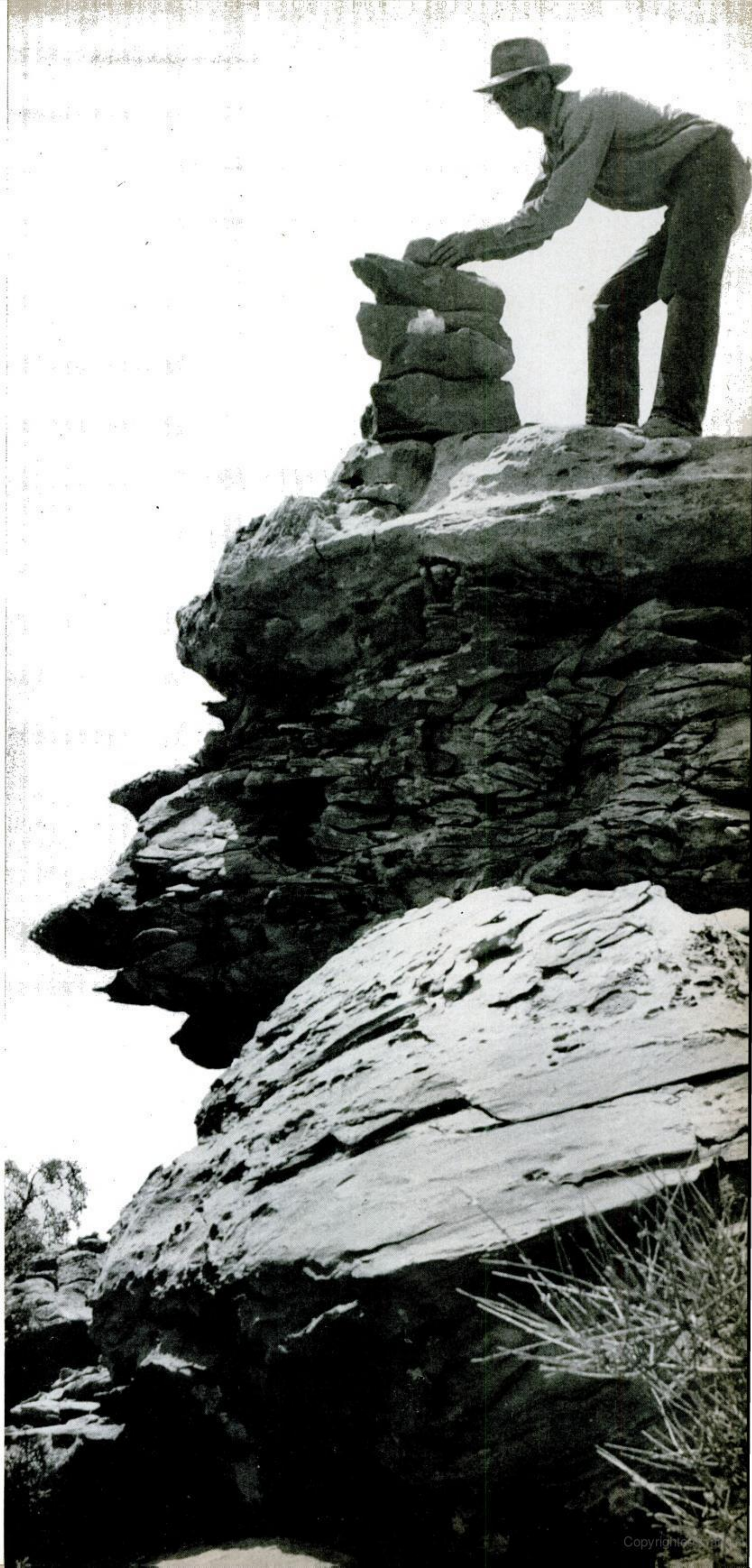


**URANIUM COUNTRY** touches four states. Most AEC smelters are grouped around the best area (in color). Biggest mine, Steen's Mi Vida, grossed \$2 million its first year, may be worth \$150 million.

## THE BOOM ENRICHES FOLKLORE OF MINING

Although penny uranium stocks have become a plaything for speculators and admen, their serious purpose is to provide small mining companies with capital to explore and develop their claims. Many firms find their own claims. Others buy claims from prospectors who have carefully staked them by erecting little stone monuments (right) at the four corners and then rushed to record them in overwhelmed county courthouses. A good claim is worth a lot of money since the AEC pays bonuses for the first 10,000 pounds of ore from new discoveries—from \$15,000 to \$35,000 depending on quality of the ore—plus generous base payments and transportation allowances.

As the pay-off increased, so did the cries of claim-jumping, leading in some cases to violence. But the boom went on and 550 firms now sell ore to the AEC. Eight mills process it, more are being built. The expanding industry now employs 8,000 people, not counting the hundreds of prospectors who climb canyons and mesas, hoping to make the big discovery.



**Get Rich Quick**

**Win Uranium Stock**  
In the Uranium Dollar Days' Contests

HERE'S HOW TO WIN

This Friday and Saturday, go into any of the downtown stores displaying the "Uranium Dollar Days" banners.

The pages of The Salt Lake

The newspaper always gives the most complete advertisement on sales events.

drugstore's for biggest fish and some merchants' for best sentence—give uranium shares as prizes.

PROSPECTOR'S STONE PILE STAKES HIS CLAIM →



# THE LIONS ARE IN THE STREETS

## BUT BEHIND OUR 17,000 ANNUAL CONVENTIONS THE REAL STORY IS YEAR-ROUND AND WORLDWIDE

Every convention city is full of visitors this time of year, all wearing badges and many wearing para-military or para-cowboy uniforms or some other partial and spurious replica of an alien or obsolete *couture*. A 3-month-old lion cub was brought into Madison Square Garden last week by a handsome babe from Chicago just about the time several stuffed elk heads were outbound from the Los Angeles depot. Within the next week or so the Cretans Association, the Dance Educators of America, the 9th Infantry Division Association, the National Candy Wholesalers Association, and the Lord knows who-all will add their mites to the 17,000 national conventions which a good 10 million Americans attend every year. They go home one or two hundred dollars poorer, but also richer in—what?

The trade, fraternal and service organizations that do all this convening are supposed to be a "peculiarly American" institution. But the needs they serve are no more and no less American than the need for information, for friends and for a sense of being useful to society at large. The convener takes home a three-or-four day concentrated dose of satisfaction for these needs, plus or minus some hell-raising.

With the trade associations, as with learned societies, the accent is on information. The conveners pool their news and gossip, case each other's exhibits (or learned papers) and strike enough bargains and attitudes to last the winter. The 20,000 teachers who attended the recent National Education Association meeting, for instance, went home with fresh dope on everything from audio-visual techniques to schoolhouse design, and the extra satisfaction of having practically booed a couple of speakers who dared denounce the influence of John Dewey.

The fraternal organizations—Elks, Moose, Odd Fellows, Eagles, Red Men, etc.—meet for more strictly convivial purposes. You can trace their *raison d'être* to the loneliness of the American frontier, and the Elks' clubhouse is still a place one can get a beer on Sunday in many a Midwestern town. These outfits are also prone to sprees of patriotic fervor and memorable oratory, such as the late Puddler Jim Davis', "No man stands so tall or so straight as when he stoops to lift a child." (Davis refused to join Harding's cabinet until assured the work would not interfere with his Moose activities.) Of late the fraternal organizations tend to publicize their charitable works. The Elks, for example, used to do good in secret, but in Los Angeles last week their huge "Cavalcade of Elksdom" dramatized Elk benefactions over 86 years, including three wars and the San Francisco quake. It was also announced that of 1,146,000 Elks, only four have been Communists. But they haven't changed altogether: a Montana lodge, dressed as Indians, put on a scalping act in Pershing Square Park, complete with tomahawk and catsup, and the Mississippi delegation tried to pay its hotel bill in Confederate money.

It is the service organizations which have added an important dimension to information and conviviality. Ever since Rotary got Chicago to install its first public comfort station, they have been action groups. Rotarianism is defined as "hope in action." The Lions call themselves "the world's greatest doers," and, since they are now the largest body of their kind (501,500 members in 11,024 clubs), it is hard to dispute this title.

For example, the Lions in convention last week reckoned that they had completed "a total of 161,461 activities" during

the year. That includes about every good deed an adult Boy Scout could think of. They have helped incapacitated farmers harvest their crops, promoted marble tournaments and soap-box derbys, sponsored blood donor drives, led and supplied local defense programs, given money to displaced persons and foreign students, started community beautification campaigns and new garbage pickups, maintained cemeteries, arranged spelling bees and given scholarships, purchased ambulances, launched fresh air camps, raised money for inhalators and resuscitators, started school safety patrols and furnished them with all-weather clothing, taught people to swim and save lives, improved school lighting, given blind people guide dogs and white canes (a Lion invention) and Braille facilities and jobs, and promoted interest in the United Nations. Multiply all this by Rotary, Kiwanis, Optimists and the rest and it becomes hard to see how American life, especially in the smaller cities and towns, could stagger along without these organizations. It probably couldn't.

Such clubs are an indispensable part, not of American politics, but of American self-government. By doing what needs to be done, they make it possible for the U.S. to maintain a system of strictly limited formal government. The brothers give a variety of names to these functions, from "paying our civic rent" to "damned if I know why I do it." Rotarians, for example, have enfranchised themselves to take up any issue whatever except issues of party politics or sectarian religion, but they "do not believe in resolving about anything unless we can do something about it."

If the U.S. ever leaves a genuinely American imprint on international relations, the U.S. State Department will form but a fraction of the image. The U.S. can only register itself accurately abroad through the actions of the free citizen and his voluntary organizations. It is astonishing how far some of them, notably Rotary and the Lions, have already gone in this direction. Each has thousands of clubs abroad, covering over 80 foreign countries, and they differ only superficially from those at home. "We don't allow nationalism to influence us in Rotary," says Yussuff Chinoy: witness the fact that he, a Pakistani, is district governor of 25 Rotary clubs in India as well as three in his own country.

Here is how Mr. Selwyn A. Dodge of Detroit put it to the assembled Lions in Manhattan last week:

"As your international president, Verna and I have visited the Lions clubs of 37 nations and 44 of our 48 states, Alaska and Hawaii. . . . What a thrill it is to visit Lions clubs in distant parts of the world and witness men wearing costumes strange to our own, speaking a different language, perhaps even praying to a different God, yet each one devoutly practicing the objectives of our great organization, each one enthusiastically greeting his fellow Lion, from whatever country he may hail from it matters not.

"We no longer think of these people as strangers in distant lands—instead we think of them as our neighbors just one step removed. . . . It is the aim and objective of our association to foster this spirit of friendly understanding on a worldwide basis." That kind of talk may not be much immediate help to Messrs. Dulles, Eden and the other professionals, but the truth it contains will outlast their time. Besides enabling America to govern itself, the people who attend conventions are doing something else for the human race: what one historian described as "the slow and tortuous storing up of enough good will some day to matter."



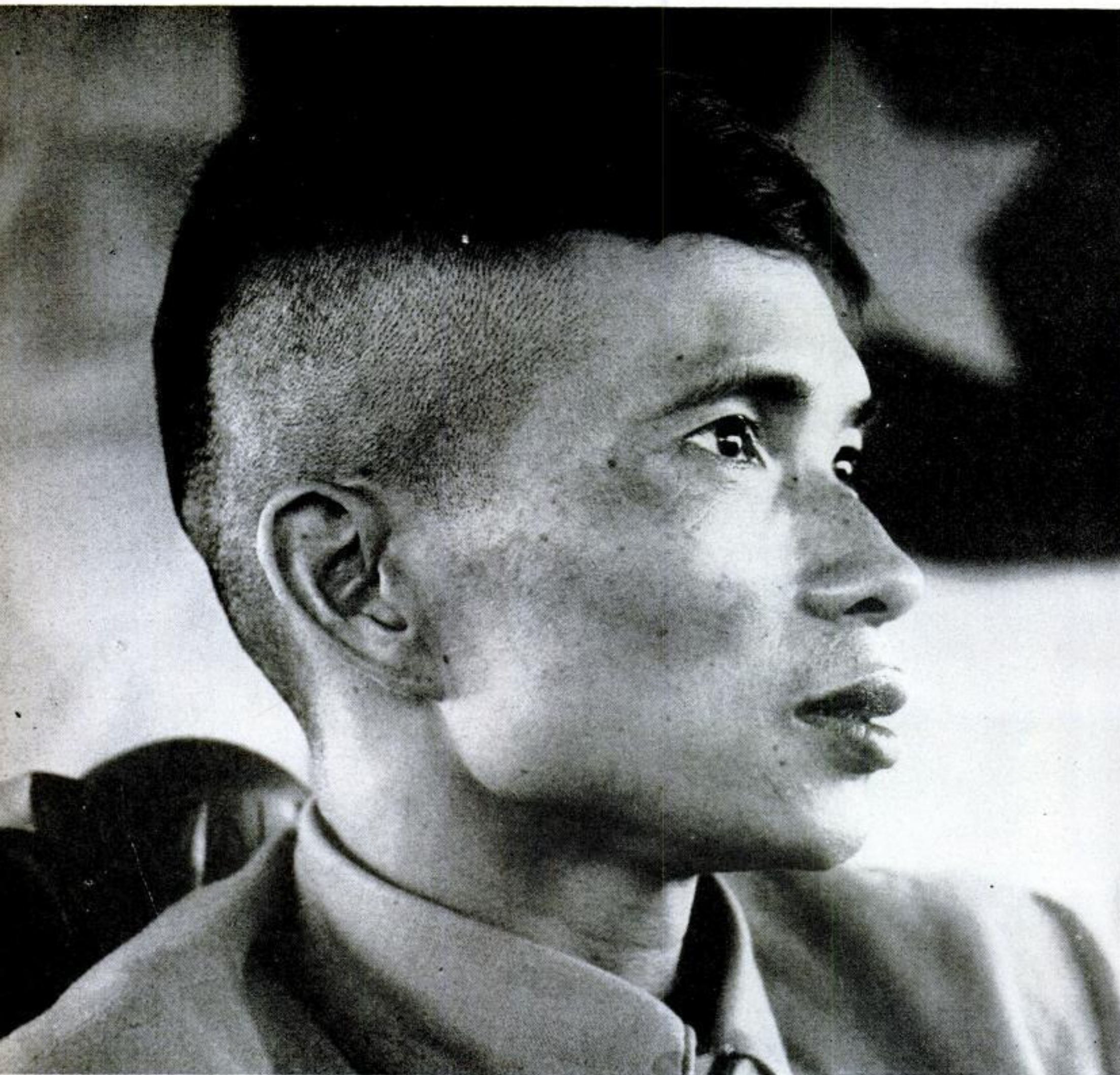


## TEXAS TREATMENT FOR LONG-WINDED POLITICIANS

A refreshing solution to the problem of endless political oratory was tried out last week in Bellaire, Texas, a suburb of Houston. Anxious to get the voters out for a bipartisan political rally but fearful lest the length of speeches drive everyone home again halfway through the evening, the local Junior Chamber of Commerce allotted each speaker a strict time limit. If the candidate ran over, he would be doused with a fire hose.

Last year when the scheme was first tried the mere presence of the hose kept all the speakers within bounds. But this year the sound of their own voices proved too seductive for three candidates. Alvin Dawson, who was given three minutes to say why he should be elected county judge, heard the 10-second warning bugle and tried desperately to finish. Enmeshed in a subordinate clause, he couldn't make it and the hose got him.





VIETMINH TRUCE TEAM LEADER, GENERAL VAN TIEN DUNG, WAS VERBOSE BUT REASONABLE IN TALKS

## A SHADOWY FOE IN THE FLESH

Vietminh materialize for a cease-fire conference with the French



**FRENCH LEADER,** Colonel Marcel Lennuyeux, 46, rises to answer Van Tien Dung's opening speech.

At Trung Gia, a rice-growing Communist village 25 miles north of Hanoi, the French finally got a good look at the shadowy Vietminh enemy. There, in a tin-roofed building and in an adjoining tea tent, the elusive Reds, who for eight years have waged a hit-and-run war from jungle hideouts, materialized in the persons of surprisingly young-looking officers, come to iron out technicalities of a truce. General Van Tien Dung (*above*) began with a burst of flowery Red propaganda. Eyeing him across the table covered with captured French army blankets, Colonel Marcel Lennuyeux (*left*) made it clear that he had come to talk prisoner exchange, readjustment of lines, regroupment of forces. The broader political aspects were being taken care of by Chou En-lai and Pierre Mendès-France (*pp. 84-94*) and at Trung Gia, a French officer remarked: "This is just the side-show. Geneva is the main tent." Meanwhile General Van Tien Dung's Vietminh compatriots were closing in on Hanoi. Although French commander, General Paul Ely, promised an all-out defense, he warned foreigners to leave.



**AT TRUCE TABLE,** Van Tien Dung (*speaking*) and staff wore Chinese-style uniforms, no insignia.







**AT TEA TABLE** (below) in tent made with French parachutes from Dienbienphu and decorated with

Vietminh star and picture of Ho Chi Minh, Van Tien Dung (second from left) was pleased to be on view.

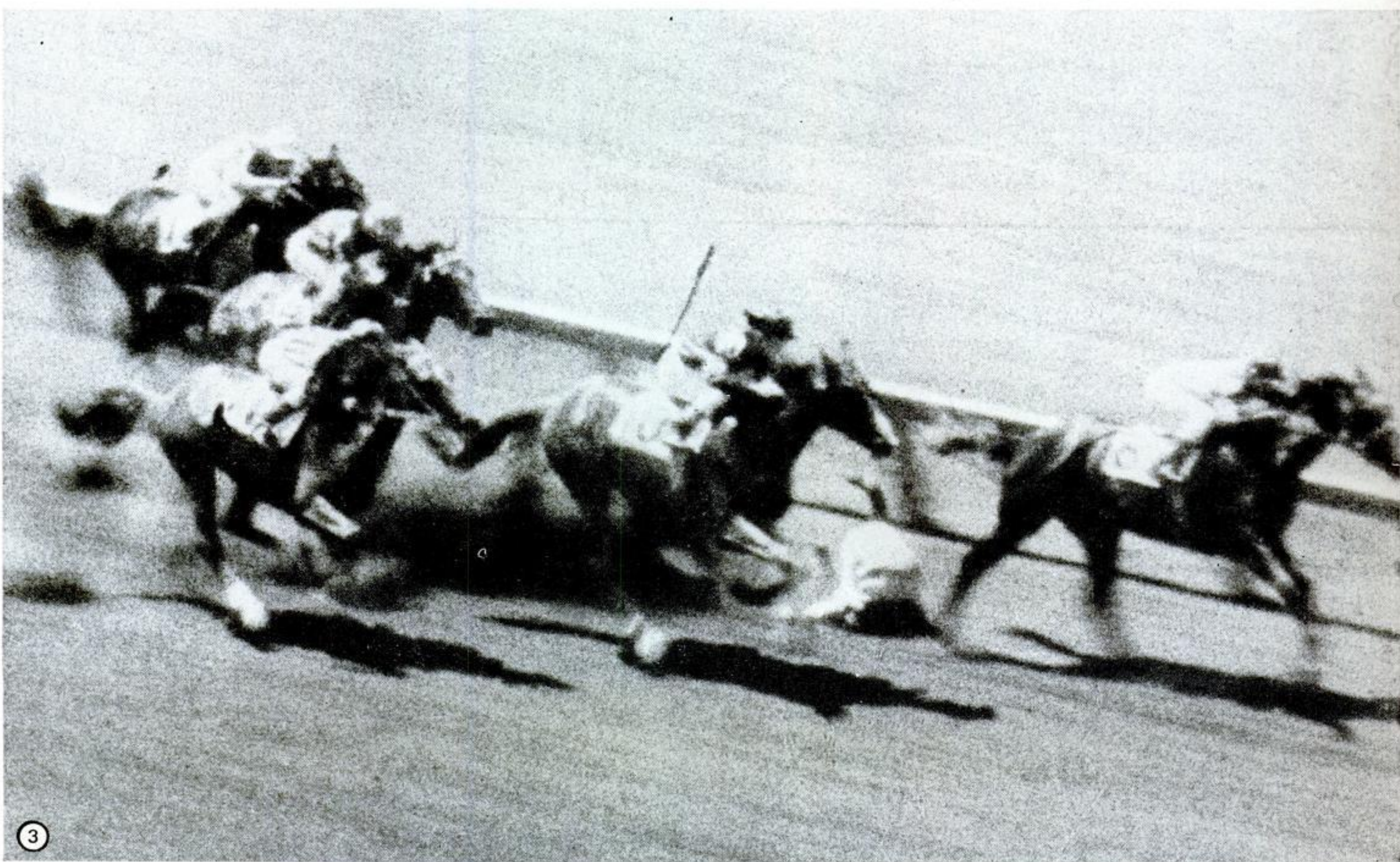
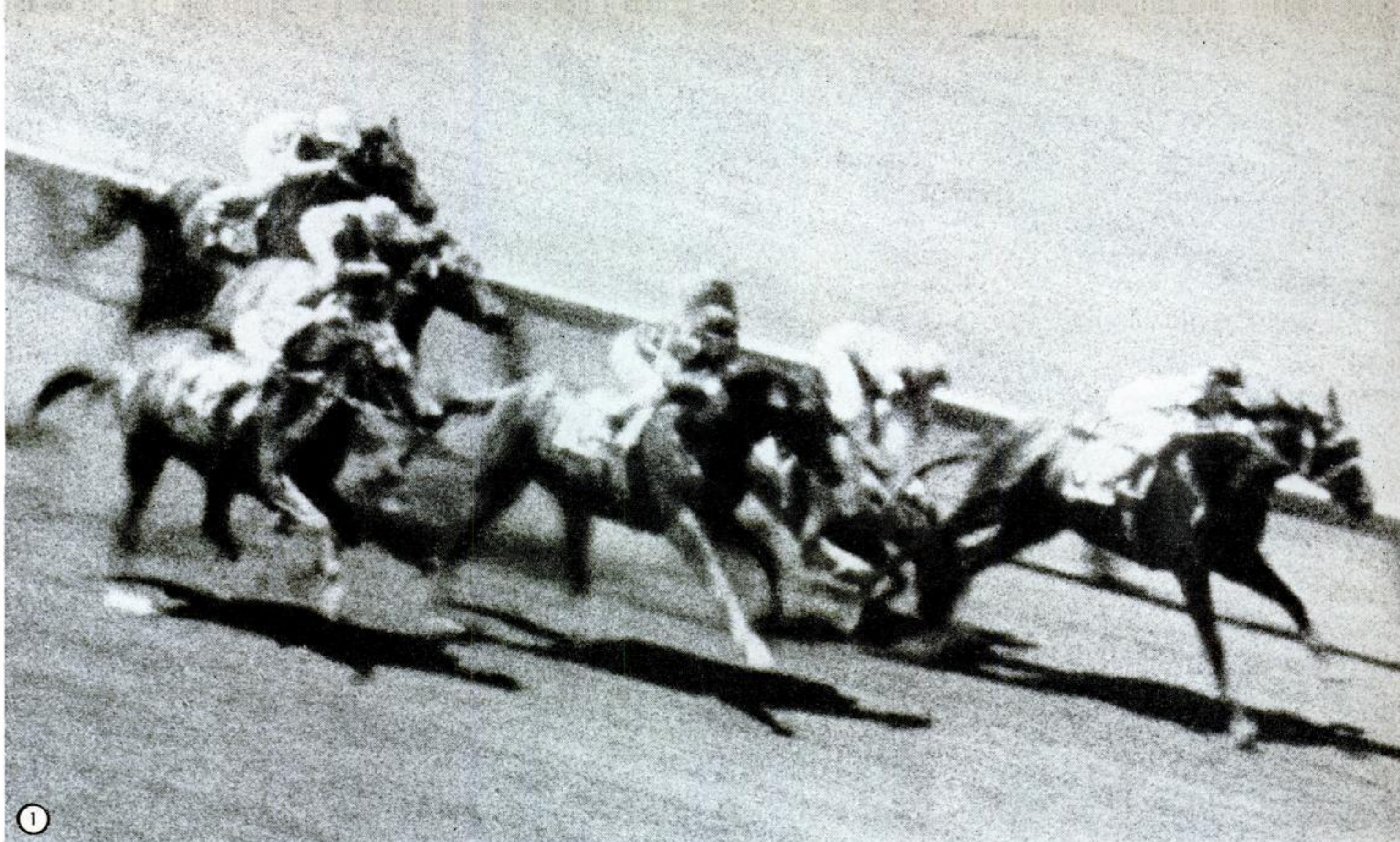


**KEEPING COOL**, a Red guard leans against jeep won at Dienbienphu and fans himself contentedly.



**SHOULDER TO SHOULDER**, French and Vietminh are in friendly proximity at camp sentry posts.



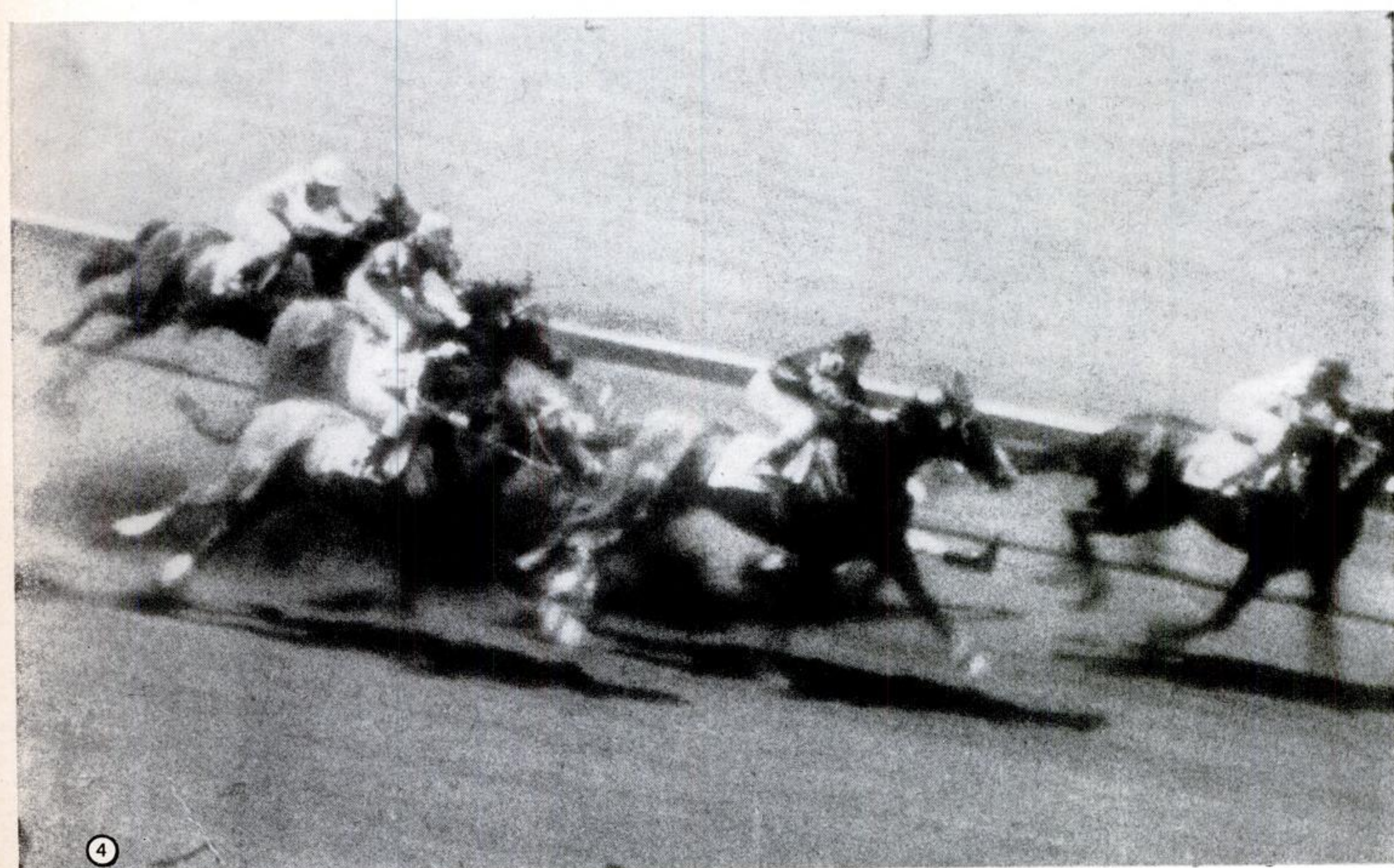
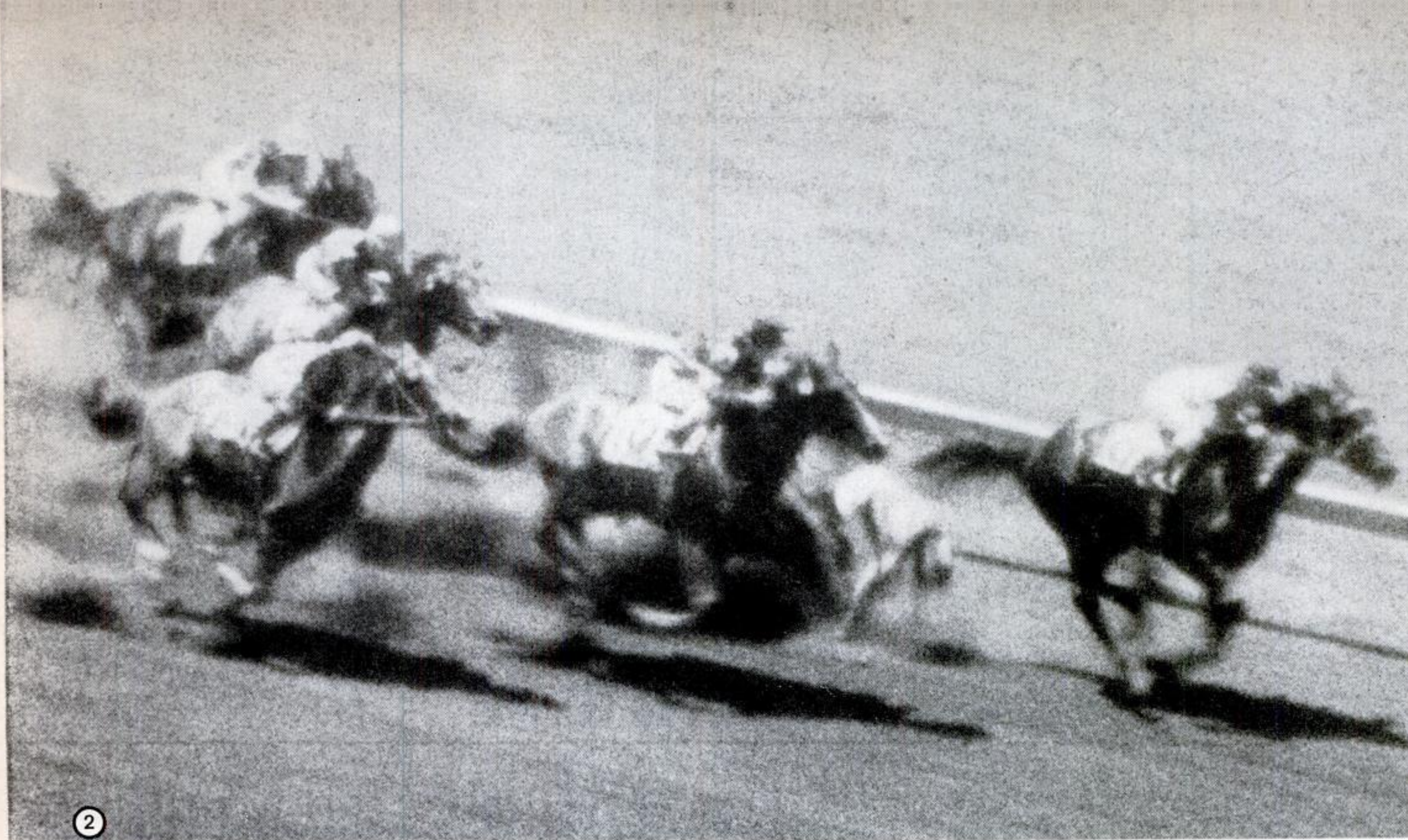


## TRAGIC TUMBLE AT THE TRACK

On the morning of July 5 at Rockingham Park, Salem, N.H., a movie camera, installed last year as a means of detecting fouls and preventing rough riding, automatically recorded a track tragedy.

It was the third race of a special holiday double-header. As the field swung into the range of camera tower No. 2—there are six cameras set up in three towers strategically placed around the track to record every foot of the running—a horse named Greek Son, running second on the rail, suddenly stumbled and went down (*picture No. 1 above*). His young





jockey, Vernon Smith, catapulted from the saddle and fell headfirst into the track (No. 2), his grotesque somersault (No. 3) watched by Jockey Ralph Ussery (*riding alongside*). As Smith sprawled on the track, the two jockeys riding immediately behind started pulling up in a frantic effort to avoid falling on him. But it was too late. Their horses both stumbled and went down, one jockey rolling to safety under the rail, but the other suffering critical injuries. Two hours after the accident, his skull crushed in one of the worst spills in American racing history, Jockey Smith died.



**JOCKEY SMITH**, one of the track's top riders before his accident, was 19. He was to be married in September.





ON STAND MAUREEN RAGEN, THE HEIR'S FIANCEE IS WORRIED BY QUESTION ABOUT THORNE'S DEATH



IN TEARS MAUREEN IS GIVEN A GLASS OF WATER

## WOMEN IN THE WILL PRODUCE



THE LATE MONTY THORNE

The air of a Chicago courtroom was humid with tears last week in a double show of female histrionics at the inquest into the mysterious death June 19 of mail-order heir Montgomery Ward Thorne. His fiancée and chief heiress, Maureen Ragen (*above*), wept as she recalled how Thorne's body, punctured with hypodermic needle marks, was found in his flat to which he had moved, she said, to escape his mother's nagging supervision.

The mother, Mrs. Marion Thorne (*below*), had been "too ill" to testify previously but last week swept into the inquest. Dressed in black and twisting a rosary, "the little Irish mother," as she called herself, insisted Thorne was an affectionate son—"He told me how he loved me on Mother's Day." Mrs. Thorne, whose share of the possible \$2 million estate had been scaled down to one eighth in her son's last will, attacked Maureen's



**DEAD HEIR'S MOTHER**, Mrs. Marion Thorne, wore gold crucifix during her testimony. She hinted at blackmail, blamed friends for keeping her "little boy"



from home, and said, "I was praying for God to send him home. He did, but He sent him to his real home. My boy is up there. Thank God I know where he is."







BY THE FATHERLY CORONER WALTER McCARRON



SHOWN COMPACT CONTAINING HEROIN, FOUND IN THORNE'S APARTMENT, SHE CANNOT IDENTIFY IT

## HISTRIONICS AT THE INQUEST

story of her engagement to "Monty," saying that he dated lots of girls and produced one trim redhead (*right*) to help prove it. Finally she cried, "Look, he changes his will and nine days later he is dead!"

While Mrs. Thorne's lawyers promised sensational revelations, the coroner's physician came out with his report: Thorne died of a mixture of drugs and alcohol, perhaps administered in part by someone else. It would

be a good idea, concluded the coroner, to hunt up the last person with him before he died. Next a fellow student at Fordham University came up with a story of having gone with Monty to New York's Harlem where Monty looked for dope. All developments left unanswered the one question: did Chicago police and courts have a murder on their hands or just the promise of a long legal battle for the estate of a poor little rich boy.



WITNESS JANE MURPHY



**HANDS EVERYWHERE** gesticulate in moment of courtroom confusion. Mrs. Thorne's lawyer, Henry Kalheim (*right*), shouts at Coroner McCarron (*left*) to

stick to subject. McCarron shouts right back at Kalheim to stop interrupting him. Mrs. Thorne covers her face and is comforted by one of her investigators.





**OLD REGIME COP**, jittery as Arbenz rule tottered, slugged at crowd to keep it back during a fire.



**AIR OF SUSPICION** hung over everyone—even hotel maids at prosaic chores—as regimes changed.



**LOAD OF COFFINS** was shipped to town where Arbenz administration had executed political foes.

## IN PEACE A BITTER AFTERTASTE

Guatemalans count up brutality victims and tensely pursue Reds

Guatemala was peaceful last week, in the sense that the brief civil war was over and the anti-Communist rebels were celebrating their victory. But even the flush of their jubilation was muted by the tears women shed for their dead, the look of fear in the eyes of the children and the literal stench of death. The end of the

MASKING THEMSELVES AGAINST THE "COMMUNIST PERFUME," GUATEMALANS AND A PHOTOGRAPHER PEER INTO OPEN COFFIN TO SEE REMAINS OF AN ARBENZ







**VIGILANTES IN ACTION**, hunting Reds and their sympathizers, chase suspects outside capital.



**VIGILANTES' CAPTIVE**, a farm union official suspected as a Red, is tied up and brought to jail.

fighting made it possible to sense, in these pictures by LIFE's Leonard McCombe, the brutalities of a smalltime war which had bigtime ideological underpinnings. Makeshift graves gave up scores of Guatemalans shot or tortured to death in the last days of the pro-Communist Arbenz regime, and Guatemala City reeked with

what came to be called "Communist perfume."

The rebel chief, Castillo Armas, solidified his rule by taking over the presidency as vigilantes rounded up Communist sympathizers. Soon 2,000 were under arrest and Guatemalans could be fairly sure that, though a regime had ended, violence had not fully run its course.

**ATROCITY VICTIM WHOSE RIDDLED BODY WAS FOUND BATTERED AND SLASHED ON A ROADSIDE GRAVE**



**HER FATHER SLAIN** by Arbenz aides in town of Escuintla, tearful woman brings boys to mourn.



**HER HUSBAND SLAIN** by old regime in same town, an old woman awaits a coffin for his burial.



**HABIT OF BRUTALITY** remains as policemen try to club a way into palace for Colonel Castillo.

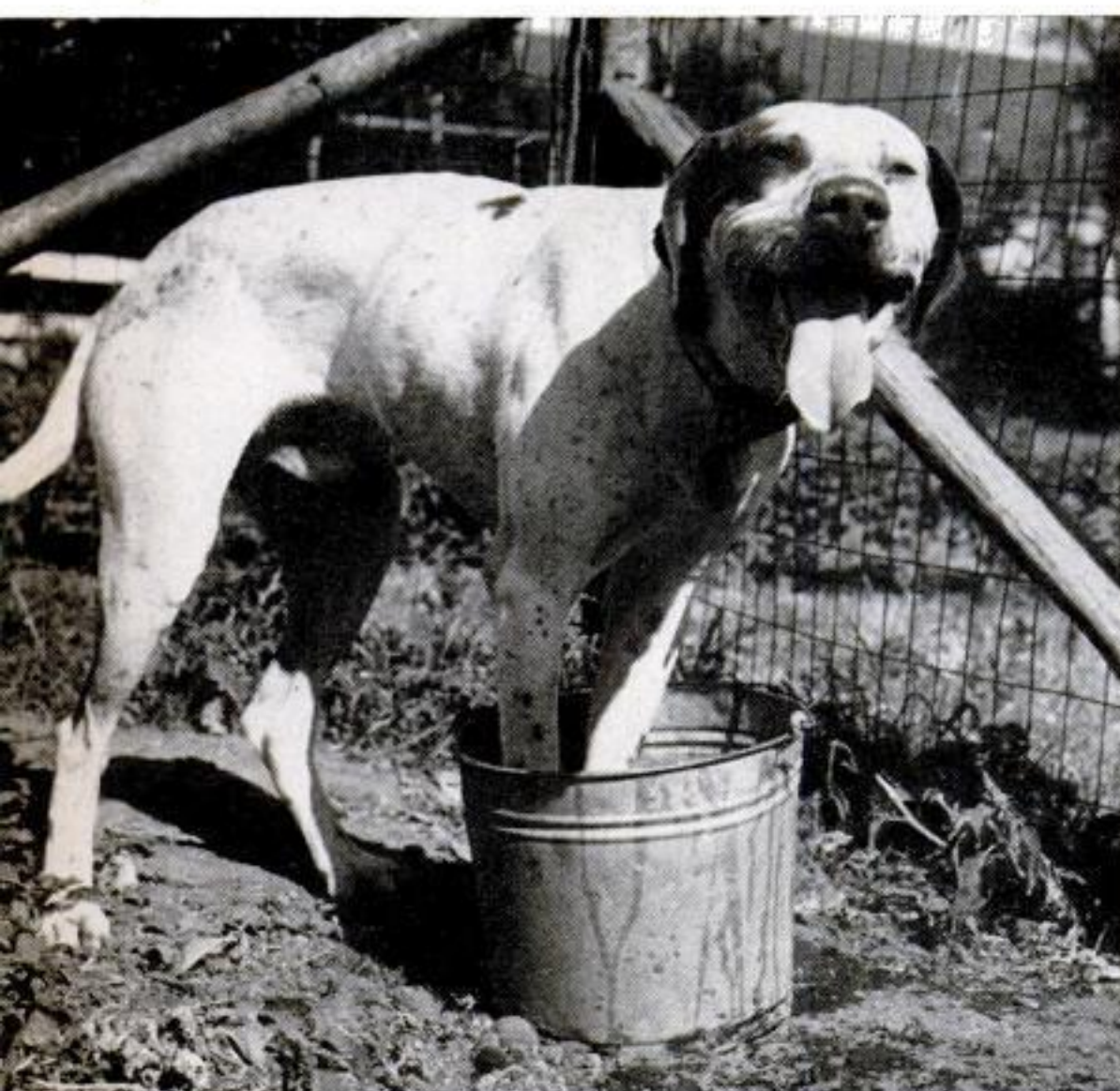




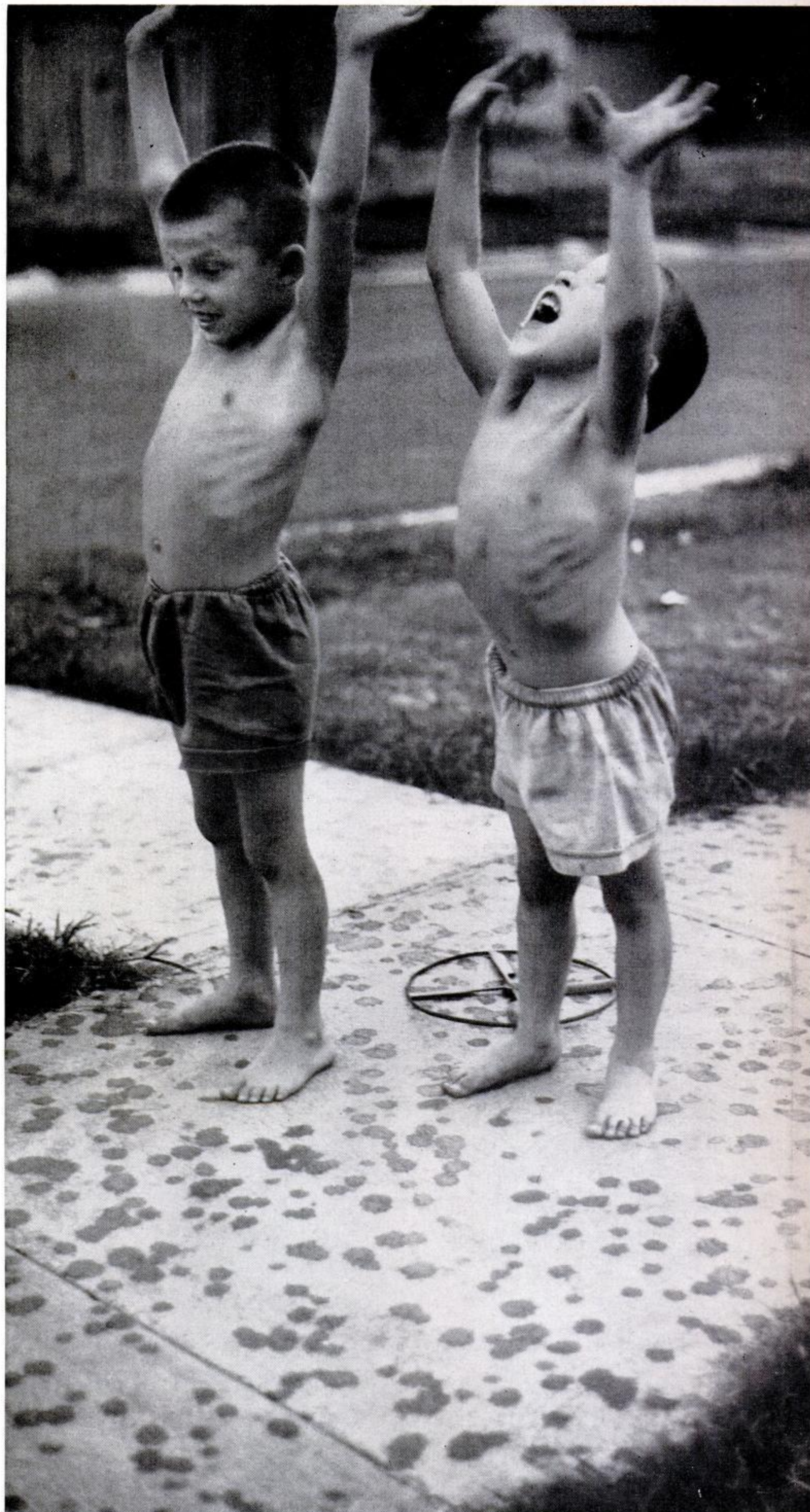
**EMPTY RESERVOIR**, built too late to catch last rains, should be filled up to dark line on the post.

## AFTER A YEAR WITHOUT RAIN

Tommy and Jon Gull, aged 7 and 5, of El Dorado, Kan., have only a dim memory of what real rain looks like and of a bath with more than a toe's depth of water. Since a cloudburst on May 27, 1953, their town has slowly dried up in the hot winds blowing out of southeastern Colorado's dust bowl. Heavy showers have filled reservoirs in nearby towns, but none have fallen on El Dorado. To keep industry from closing for lack of water, the town has forbidden watering lawns and washing cars, limited baths to two inches of water. The five members of the Gull family brush their teeth in a pint of water, let the dishes pile up and wash them once a day, without rinsing. The two Gull boys take hand-me-down baths, using the same water as their older sister. The bath water is then poured on the Gulls' last rosebush. By such voluntary rationing, and with water pumped in from neighboring towns, El Dorado hopes it can hold out until it gets a lucky shower or until the fall rains come.



**HOT DOG** cools his paws in surplus after drinking part of his daily ration of half a bucket of water.



**BRIEF SPATTER** from a passing cloud brought out Tommy and Jon Gull. But the rain lasted only

long enough to make a few spots in sidewalk dust before going on to fall uselessly some distance away.





## How to make chicken noodle soup like *Campbell's*



Well, first of all, you do it the patient, old-fashioned way. The way your great grandma did, back in the days when a woman practically *lived* in the kitchen. For making this delicious soup is a fussy and time-taking job. Chicken simmered slowly to make that good flavorful broth. Then all the breast and leg meat carefully taken from the bones and diced. And, of course, the *noodles*!

Egg noodles rolled out with a light hand to keep them tender. But *today*, why should you go to all this bother! You can get Campbell's Chicken Noodle Soup anywhere. Rich broth that glistens with chicken goodness. Plenty of tempting pieces of chicken. And lots of golden noodles.

Yours to enjoy—within 3 or 4 minutes after opening the can.





# **Color to glorify your kitchen!**

**New Frigidaire Color Styling  
inside and out—makes  
all ordinary refrigerators  
old-fashioned!**







## Now complete Self-Service from the easiest-to-use food freezer- refrigerator ever made!

If you've been waiting for something really new to happen before you traded in your present refrigerator... *this is it!* Here, for the first time, is a combination food freezer and refrigerator that literally turns itself inside out to give you an extra helping hand in the kitchen.

**Huge separate food freezer saves you shopping time!** Here's Self-Service from a giant food freezer that puts food for weeks ahead at your finger tips. Double-easy Quickube Ice Trays serve ice in a wink... the freezer door serves as a handy loading shelf... and a unique holder practically hands you frozen juice cans.

**Refrigerator defrosts automatically!** Here's more Self-Service from the magic Cyclo-matic brain that gets rid of refrigerator frost and defrost water before it collects. It's completely automatic... needs no buttons, dials or timers. Both freezer and refrigerator are powered by the Meter-Miser, simplest refrigerating mechanism ever built, proved in millions of Frigidaire homes.

**New Pantry-Door and Roll-to-You Shelves banish reaching and groping!** There's even more Self-Service from a full-height, full-use Pantry-Door—hinged to right or left on most models for greatest convenience, at no extra cost! It has special compartments for butter, cheese, eggs, left-overs—even a handy server tray. All the shelves are golden finished aluminum and roll out all the way to put back shelf foods up front.

**See your Frigidaire Dealer...** ask about all the Frigidaire Appliances Arthur Godfrey recommends on his radio and TV shows. Look for Dealer's name in your phone book under "Electrical Appliances". Or write Frigidaire, Dept. 2300, Dayton 1, O. In Canada, Toronto 13, Ont.

*Be modern... live electrically*

# Cyclo-matic Frigidaire

**Built and backed by General Motors**

Choice of two beautiful  
colors or white

Sherwood Green, Stratford Yellow or white outside—harmonizing colors inside. Match new color styled Frigidaire Ranges. Models from 4 to 15 cu. ft. Porcelain or Dulux exterior finish.

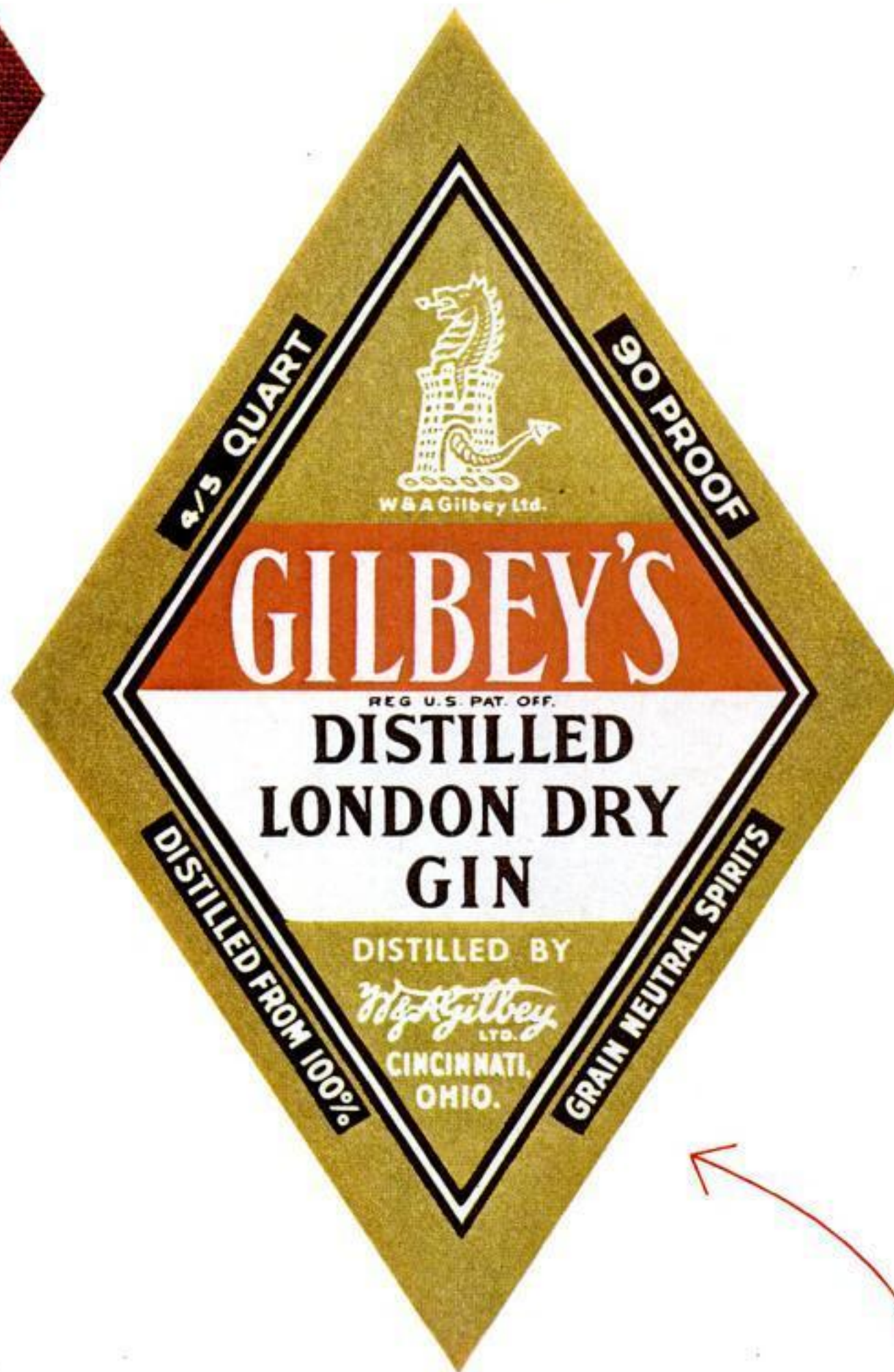


**Frigidaire Lifetime Porcelain Finish Inside and Out!**



this diamond...

depicting a famous chronicler of Louis IX, was well known throughout France on early 19th century playing cards.



this diamond

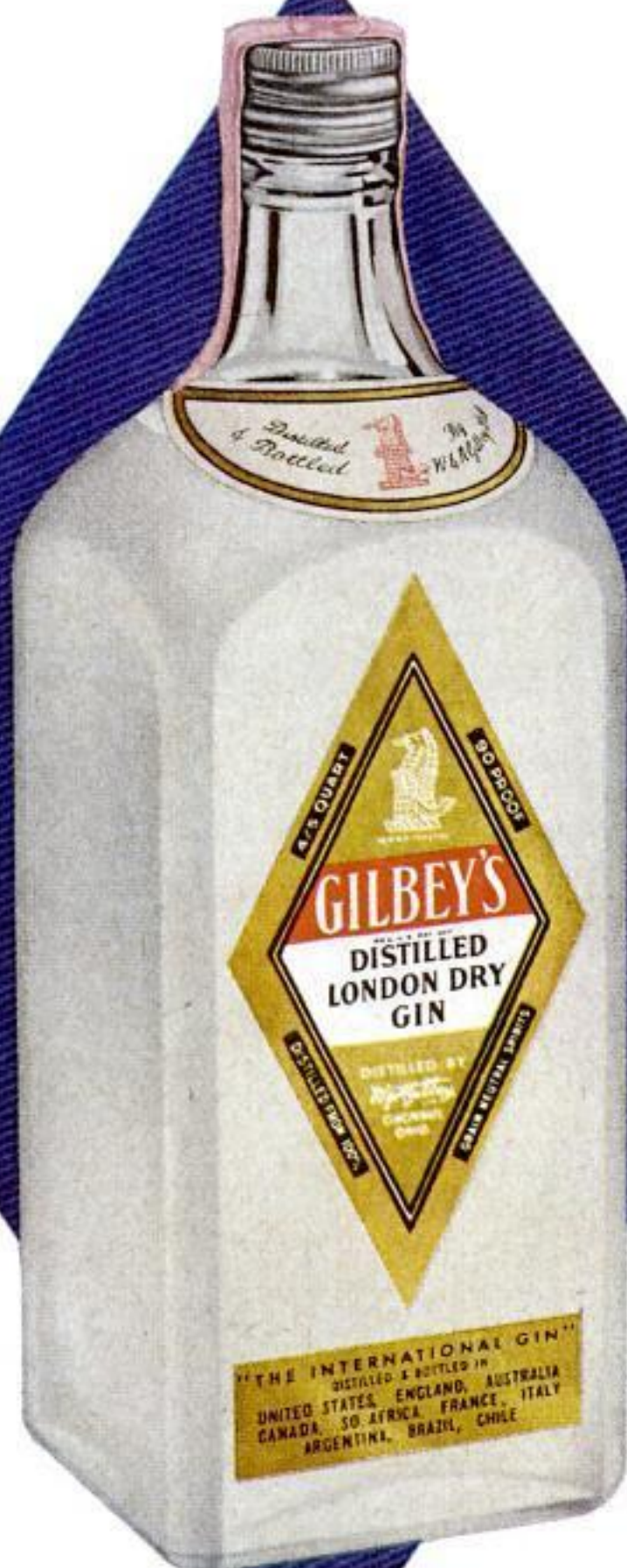
is well known the world over today. It's the label for the *one* gin that's **dry...clear...the right proof (90 proof)...** and the **right taste**—never harsh, ALWAYS smooth. ALWAYS look for Gilbey's famous **frosted bottle**.

The world agrees on

**"GILBEY'S please"**



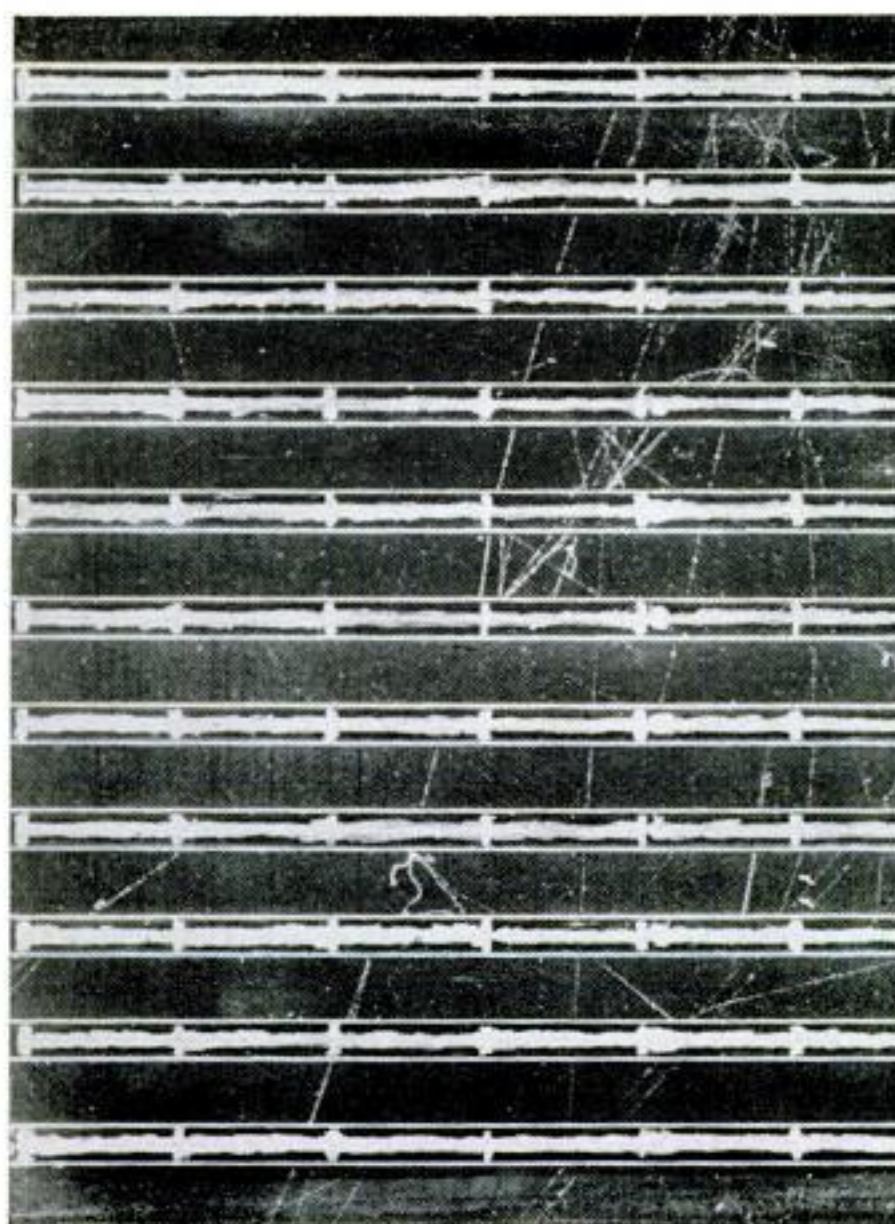
THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile and Mexico.



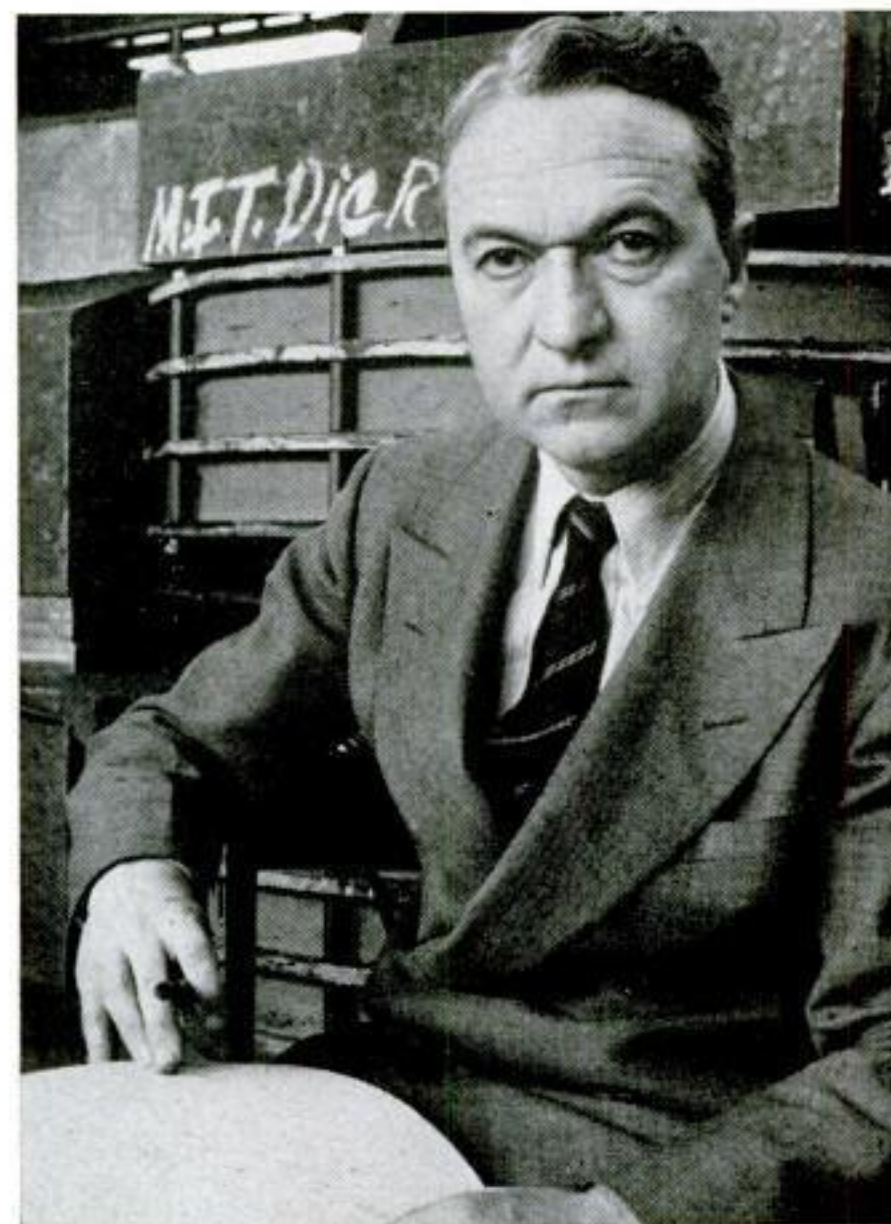




**THEORIST** behind antiproton is P.A.M. Dirac who argued that every charged particle (protons are positive) should have an oppositely charged twin.



**SUPPOSED ANTIPROTON** in a cloud chamber comes in near top center, pierces five brass plates, hits sixth, then disappears creating electron tracks.

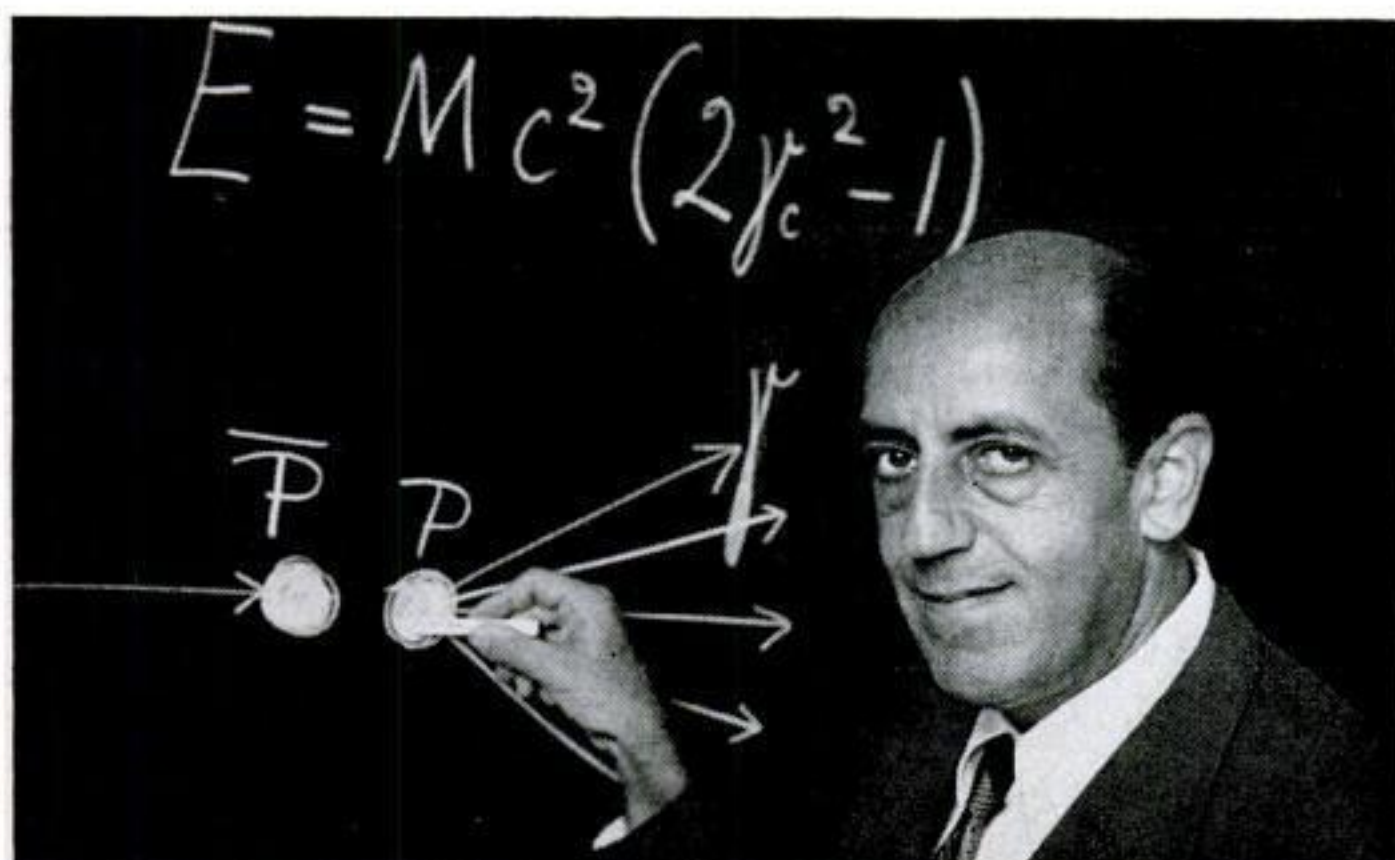


**PROPONENT OF THEORY**, Cosmic Ray Expert Bruno Rossi of M.I.T., recently obtained the cloud chamber photo at left on top of Colorado mountain.

## TOPS IN ENERGY

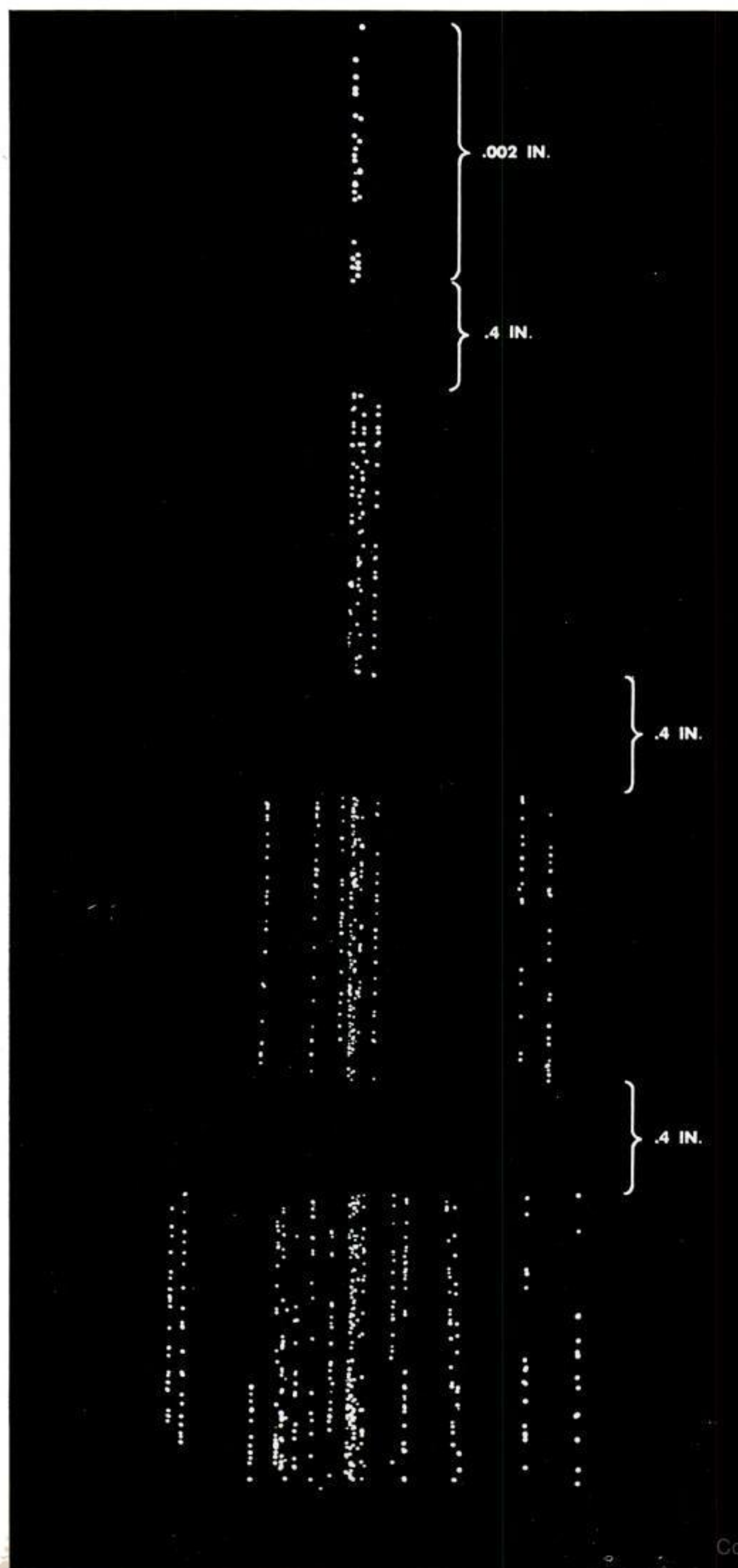
### From space comes the most powerful particle yet

The American Physical Society, meeting in Seattle, last week was shown evidence of an atomic particle collision which created a greater burst of energy than any ever observed in single particles, either in the biggest atom smasher or the hydrogen bomb. About 10 million billion electron volts were released from an invisible particle from outer space when it smashed into a small aluminum-wrapped package that hung from a balloon 100,000 feet above Texas last winter. In the packet, which had been sent aloft by Dr. Marcel Schein of the University of Chicago, were layers of photographic emulsion. Schein told how the particle hit a proton in an atom on the foil and vanished in a vast burst of light energy which, exciting atoms throughout the emulsion, created pairs of electrons that produced the photographic impression at right. The number and velocity of the electrons and the angle of their dotted tracks convinced Schein that the blast could not have been caused by any fragment known to exist. He guessed that the mysterious particle was an antiproton, whose presence in outer space has been postulated but never proved. Obtained at high altitude, where antiprotons are theoretically more prevalent, his evidence is stronger than previous low altitude recordings (above).



MARCEL SCHEIN DEMONSTRATES HOW PROTON WAS HIT BY ANTIPROTON

**SCHEIN'S EVIDENCE** is composite of slices of developed emulsion with spacing between. Lines of dots are tracks of plus and minus electrons created by explosion's energy which smashed emulsion's atoms, releasing paired electrons.





To the 6 million men  
already using today's  
new "pressure can"  
lathers:—

**Williams**  
now gives you  
an instant lather with Nature's own  
**"SKIN SMOOTHER" BUILT IN!**

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

**Williams' discovery—Lanolate<sup>25</sup>  
—revolutionizes shaving**

LANOTRATE<sup>25</sup> is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

**All three with LANOTRATE<sup>25</sup>**

LANOTRATE<sup>25</sup> is found exclusively in Williams Shaving Creams, Williams Instant Lather, Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



**A full 3 months' supply!** It's lanolin in its richest form, lanolin actually concentrated 25 times in Williams LANOTRATE<sup>25</sup> Instant Lather.

younger looking. With regular use, LANOTRATE<sup>25</sup> helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



## LIFE ON THE NEWSFRONTS

### Churchill presses for Malenkov conference, the

With Secretary of State John Foster Dulles staying coldly and pointedly away, the foreign ministers of Britain, France, Russia and Communist China trooped back to Geneva this week to carve up Indochina. Inside the British cabinet Prime Minister Churchill, despite opposition from his old friend Foreign Minister Anthony Eden, was fighting for a move which would be bound to deepen the rift with the U.S. He proposed to mark the division of Vietnam, which will be hailed in Europe as "saving the peace," by holding his long-cherished conference "at the summit" with the Russian premier Georgi Malenkov.

**The four Puerto Rican terrorists who wounded five congressmen (Life, March 15) were sentenced in Washington to 25 to 75 years each. The woman, Lolita Lebrón, acquitted of intent to kill, got from 16 to 50 years.**

### A point in debate

The excitement over Senator Knowland's promise to fight for U.S. withdrawal from the U.N. if Red China is admitted began to die down as President Eisenhower opposed Communist China's admission and Secretary Dulles promised to use the veto to keep the Reds out. They did not, however, support Knowland's demand for a pledge in advance.



MISS SOUTH KOREA



MISS GREECE

*A brace of beauty queens, "Miss Greece" (Rika Dialina) and "Miss South Korea" (Puh Liknhi), were refused U.S. visas last week for the Miss Universe contest because of rumored Communist connections. Friends came to their defense, and five congressmen protested that "such incidents are hurting this country's standing in the world."*

### The death of a dream

Fifteen-year-old Ray Kuchenmeister was a gentle boy from a poor Cleveland family. But he was so large that the other boys would not play with him. He dreamed of going West and buying a ranch. One day last week with 2¢ in his pocket, Ray bluffed his way aboard an American Airlines plane, entered the pilot's compartment, drew a gun and told Captain William Bonnell he was riding west with them. Leaning forward Bonnell grabbed a .38 from his kit and shot Ray through the hip and chest. Ray's rusty, broken-handled gun dropped. It was unloaded and had no firing pin. An hour later Ray and his dream died. "I had to do it," said Bonnell. "I had the responsibility of the passengers and ship. But I felt horrible when I heard he was a kid."

Arriving in the U.S. for a brief vacation, Mrs. Clare Boothe Luce, U.S. Ambassador to Italy, reported that the thorny problem of the partition of Trieste seemed close to solution. When it comes, she said, Italy, on alert against Yugoslavia, will be free to commit troops to the common cause.



# OF THE WORLD

## U.N. is warned on China, beauties are banned

*The tomb of Lenin and Stalin atop which Red leaders review Red Square parades will soon be empty. Their bodies plus those of 5,000 lesser saints, among them those of U.S. writer John Reed and labor leader "Big Bill" Haywood, will be put in a new pantheon.*



UNHAPPY HUNGARIANS WATCH SOCCER CUP GO TO GERMANS

### Aftermath of victory

In Bern, Switzerland 55,000 people, some of whom had paid \$116 a seat, saw an underdog West German team defeat the Olympic champion Hungarians, 3 to 2, to win the world's soccer title. There were repercussions throughout Central Europe. In Munich 500,000 cheering fans turned out to greet their returning heroes. But in Budapest 15,000 bitter fans gathered before the sports headquarters to roar that they had been cheated and rail against Red sports commissars.

In New Jersey a Republican candidate for the U.S. Senate went out of his way to make a bold campaign stand. Clifford P. Case, five times a congressman, announced that, if elected, he would oppose continuing Senator Joseph R. McCarthy's investigative powers. McCarthy's probes, Case said, were reckless and unfair and divided and distracted Americans.

### The end of frugality

After 14 years of frugality, and of cards which entitled their holders to as little as 22¢ worth a week, meat rationing ended in Britain. Joyfully housewives flocked to the well-stocked markets. The B.B.C. and the press blossomed with pictures of long-forgotten sights like a steak for eight or a 10-pound leg of mutton, objects which seemed to have reappeared from an Elizabethan past. Many people were baffled. Said one 20-year-old secretary, "The only thing I know how to cook is a lamb chop. I was only 6 when we had our last family joint." At first prices were outrageous, but housewives' resistance brought them down and Britons again could eat great roasts as in the days of yore.



BUTCHER COLLECTS BUSHEL OF NOW-USELESS RATION BOOKS

## Advertisement



**KIDNAPPIN'!** The seven Pontipee brothers, red-headed mountain boys, abduct the ladies of their choice from the village in the valley in the manner of the Romans in Plutarch's time. It inspires a song: "Sobbin' Women."



**COURTIN'!** The blushing belles of the backwoods are vied for by many beaux. The romantic rivalry is celebrated in the tingly tune: "Goin' Courtin'."



**KISSIN'!** Jane Powell blooms her loveliest as a town girl who weds Howard Keel at first sight. She succumbs to his singing of "Bless Yore Beautiful Hide".

## "SEVEN BRIDES FOR SEVEN BROTHERS" IN HIT CATEGORY

CinemaScope provides a wide canvas for the first musical to be evoked from the humors and rhythms of American pioneer life. Splashed with color, M-G-M's "Seven Brides For Seven Brothers" also rocks with rousing tunes by Johnny Mercer and Gene De Paul and robust dances by Michael ("Bandwagon") Kidd. All the song hits are available in the M-G-M Records Album recorded directly from the sound track. Illustrated here are some of the scenes and players. Jane Powell and Howard Keel star. Jeff Richards, Russ Tamblyn, Tommy Rall are featured. Color by Ansco. Screenplay by Albert Hackett and Frances Goodrich and Dorothy Kingsley. Based on the story "The Sobbin' Women". Directed by Stanley Donen, produced by Jack Cummings.

METRO-GOLDWYN-MAYER



**CAVORTIN'!** The rollicking "Barn Raising" sequence backfires into wholesale roof-raising and the community hoedown develops into a free-for-all when the mountain boys grab their pretty partners and perform the most riotous square dance in history.





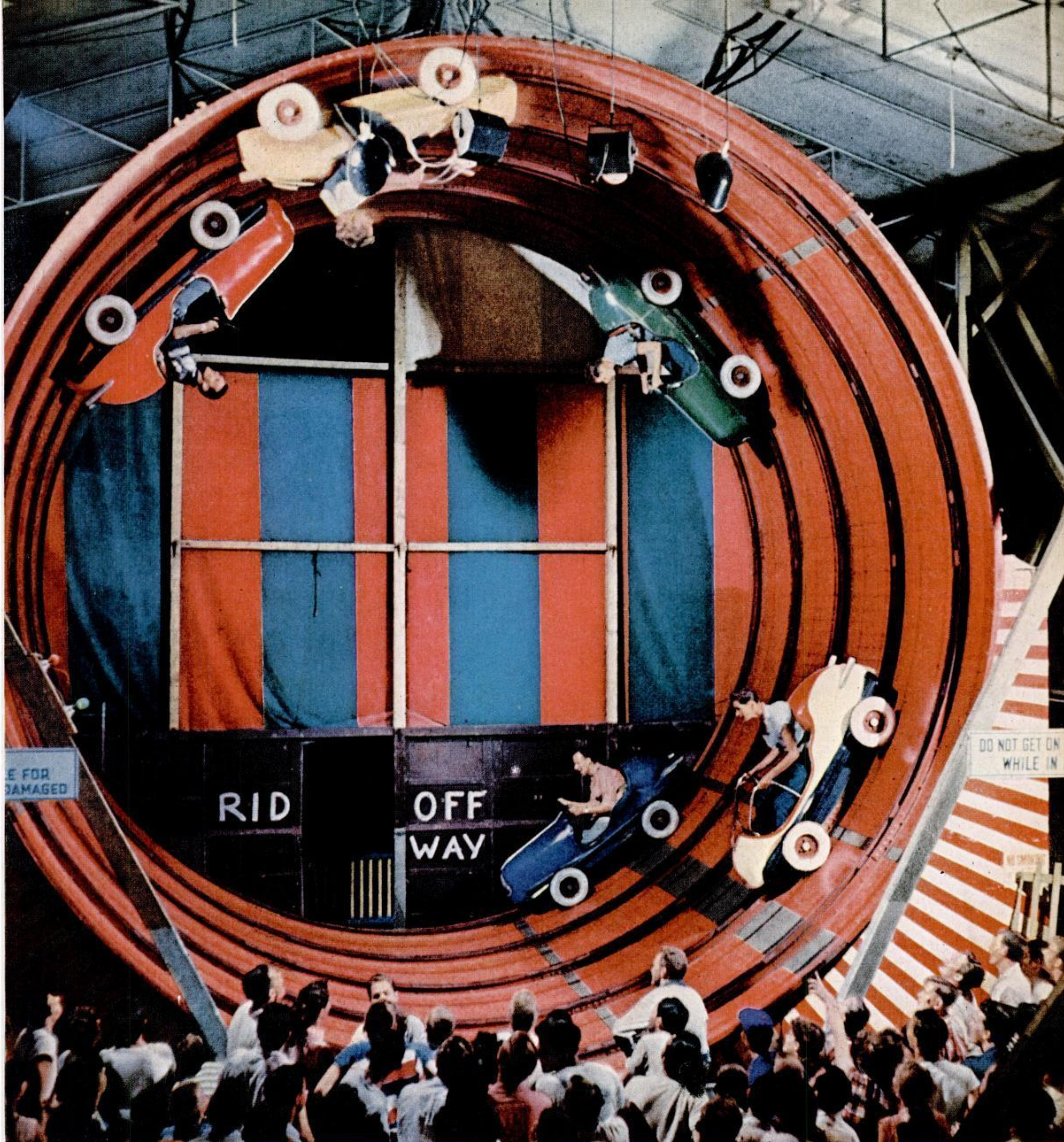
**Your skin has never known such luxury...**

Don't wait more than a day to try it. For New Woodbury Soap offers you the smoothing, softening care that usually comes in face cream jars alone. Why? Because this is the soap *enriched* with seven face cream oils and emollients, intended to help *replace* natural oils you ordinarily wash away. With New

Woodbury Soap, your face can have soap-and-water freshness, with face-cream smoothness, too. Use it for complexion loveliness. Use its rich and creamy lather for velvety beauty from head to toe. New Woodbury has a new lingering floral fragrance, too. Truly it's the soap "*for the skin you love to touch*"!

**New Woodbury Soap is enriched with 7 face cream oils**





AS FIVE RIDERS ARE CARRIED AROUND AND AROUND BY THE DRUM, OTHERS WAIT IN FOREGROUND. SOME STAND IN LINE FOR HOUR AND A HALF TO GET ON

## RIDING THE ROARING DRUM

1,000 customers a night pay to whirl upside down in Chicago park—or just to watch others do it

Amid screams of delight and roaring of wheels, customers at Riverview Park in Chicago have been taking frightened pleasure out of a ride called "Flying Cars." Riders are strapped tightly into little cars attached to flanges on the drum. As the drum starts turning they roll back and forth. When the drum has picked up speed, an operator shouts, "Put on your brakes!" and the cars, now fixed to the surface of the drum, whirl around

and around for two minutes at a top speed of 30 mph. Then the brakes are released, the drum slows to a stop, the riders totter off and five more happy customers approach. Imported from Europe, the contraption has attracted more than 1,000 customers a night, many of them content just to watch. No one has been hurt, but the operators make a small extra profit from change which falls out of the customers' pockets in mid-air.



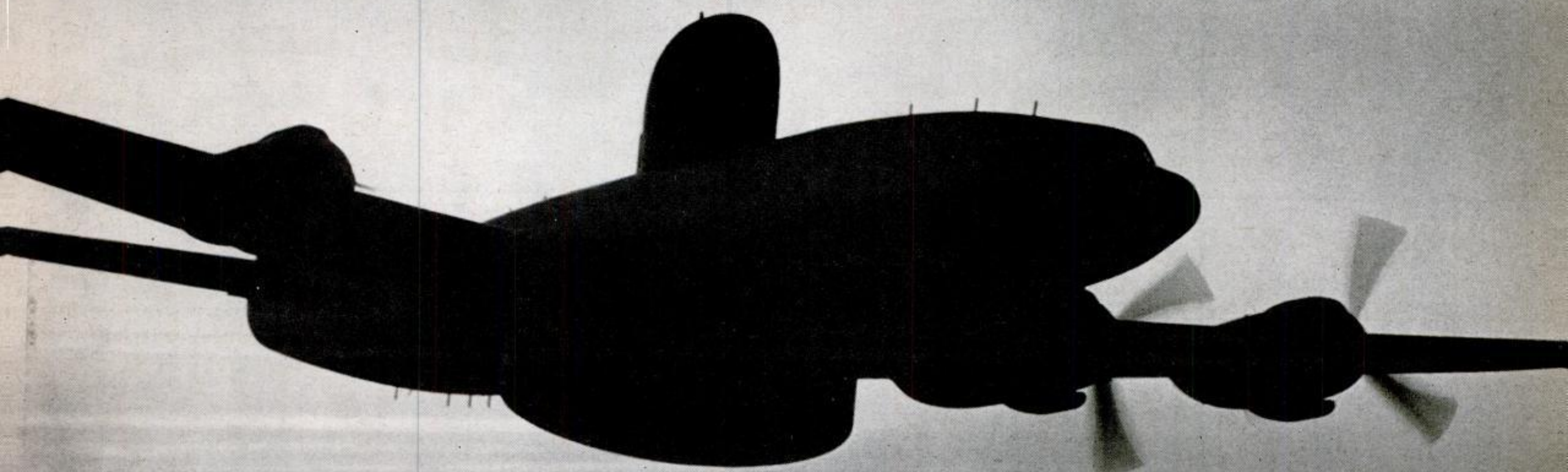


When I'm eating Jell-O  
I wish I were a flamingo  
...because then everyone could see  
how tickled pink I am about glamorous  
but thrifty Jell-O desserts.

Now's the time for







## RADAR PICKET PLANE

**'Pregnant Goose' is high-ranging outpost of U.S. defense**

Its back and belly swollen with almost six tons of electronic equipment, a radar picket plane drones homeward in the evening over West Coast waters. Nicknamed the "Pregnant Goose," the Lockheed Super Constellation is the Air Force's latest addition to continental air defense. Its mission is to patrol the oceans beyond the range of land-based radar stations. From the high altitudes at which it flies the plane's powerful radar has a vast horizon and can detect enemy aircraft hundreds of miles away, giving it far greater range than any picket submarine or surface ship with low radar antenna and narrower horizon. Once it has located the enemy the "Goose" guides attacking planes to the oncoming target. The Air Force plans to organize squadrons of picket planes to extend the defense frontier well over a thousand miles out from U.S. shores.

CONTINUED ON NEXT PAGE





DEATH VALLEY TO PIKE'S PEAK MARATHON covers all Driving Conditions

# 20,000 MILE TWIN-CAR PROOF

Friction Proofing\* SAVES YOU 1 GALLON OF GAS IN 10!

Friction Proofed V-8 Uses  
10.1% Less Gasoline...  
Shows 44.7% Less Bearing  
Damage... 21.6% Less  
Starting Friction in 20,000  
Mile Comparison Test  
Supervised by Independent  
Licensed Consulting  
Engineers



What happens when you take two new identical cars... *Friction Proof* one and not the other... and send them out for a 20,000 mile comparison test? Well, Wynn did just this—because they wanted to give you *scientific proof* that *Friction Proofing* regularly with Wynn's saves you a gallon of gas in 10... makes your car run better and last longer.

The details of the Twin-Car Test are simple. The cars used the same "best" grades of gasoline and oil. They drove the same route, doing the same kind of driving you might do—through cities, down fast highways, up mountains, in

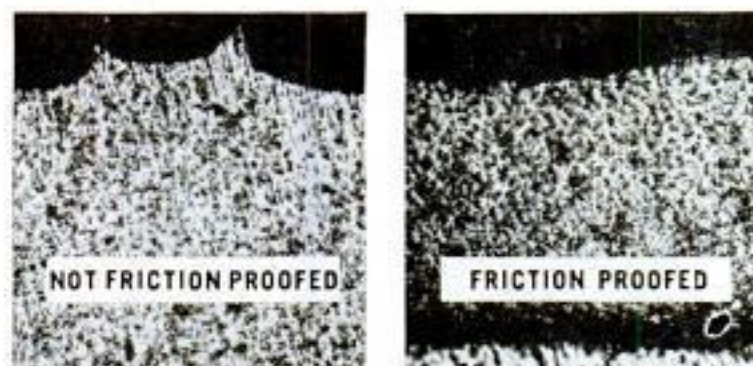
rain and snow... even hot Death Valley desert driving. You may have seen the twin yellow and black V-8's yourself at some part of the rugged 20 day marathon.

And here are the official results... certified by independent licensed consulting engineers who supervised Wynn's Twin-Car Test: The winning *Friction Proofed* V-8 used 10.1% less gasoline (enough for more than 2,000 extra miles of driving on same amount of fuel). *Friction Proofed* V-8 showed 44.7% less bearing damage. *Friction Proofed* V-8 showed 21.6% less starting friction.



## IDENTICAL TWINS EXCEPT ONE FRICTION PROOFED

Before and after the test the Twins were dismantled and vital parts scientifically measured. They were driven in tandem regularly switching the lead position... drivers switched cars... tire pressures were identical... certain engine components were even switched to insure identical driving conditions. The only difference between the cars throughout the test was that one was *Friction Proofed* regularly... the other was not.



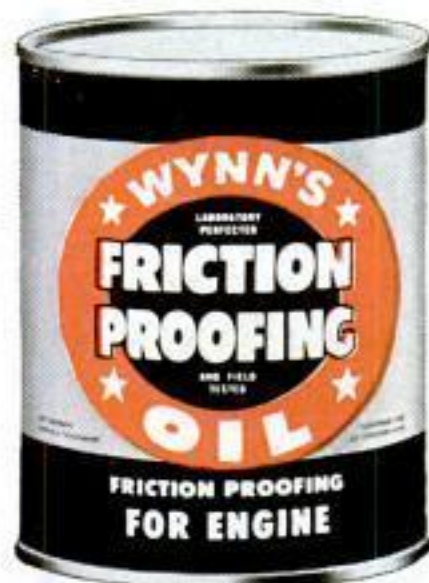
## WHY THE FRICTION PROOFED TWIN WON

As these micro-photos show, Wynn's exclusive *Friction Proofing* formula chemically penetrates and smoothes the tiny sawteeth on moving metal parts that cause wear, reduce power... saving you a gallon of gas in every 10!

\**Friction Proofing* is Wynn's exclusive product for reducing friction between metal parts by chemically smoothing & sealing the surfaces.

## FRICTION-PROOFING CAN SAVE YOU MONEY, TOO

If you're an average driver you'll drive the same distance in the next two years that the Twin V-8's drove in 20 days. By *Friction Proofing* your car regularly, you'll average 2,000 more miles on the same gasoline—and cut repairs, too! SEE YOUR SERVICE MAN. He'll *Friction Proof* your car quickly... at little cost. Have him: (1) Add a pint of WYNN'S FRICTION PROOFING FOR ENGINE to your crankcase every 1000 miles. (2) Add a can of WYNN'S FRICTION PROOFING FOR UPPER CYLINDER to your gas tank regularly. (3) Add WYNN'S FRICTION PROOFING FOR TRANSMISSION to transmission and differential every 5000 miles. Wynn Oil Company, 1151 W. Fifth, Azusa, California.



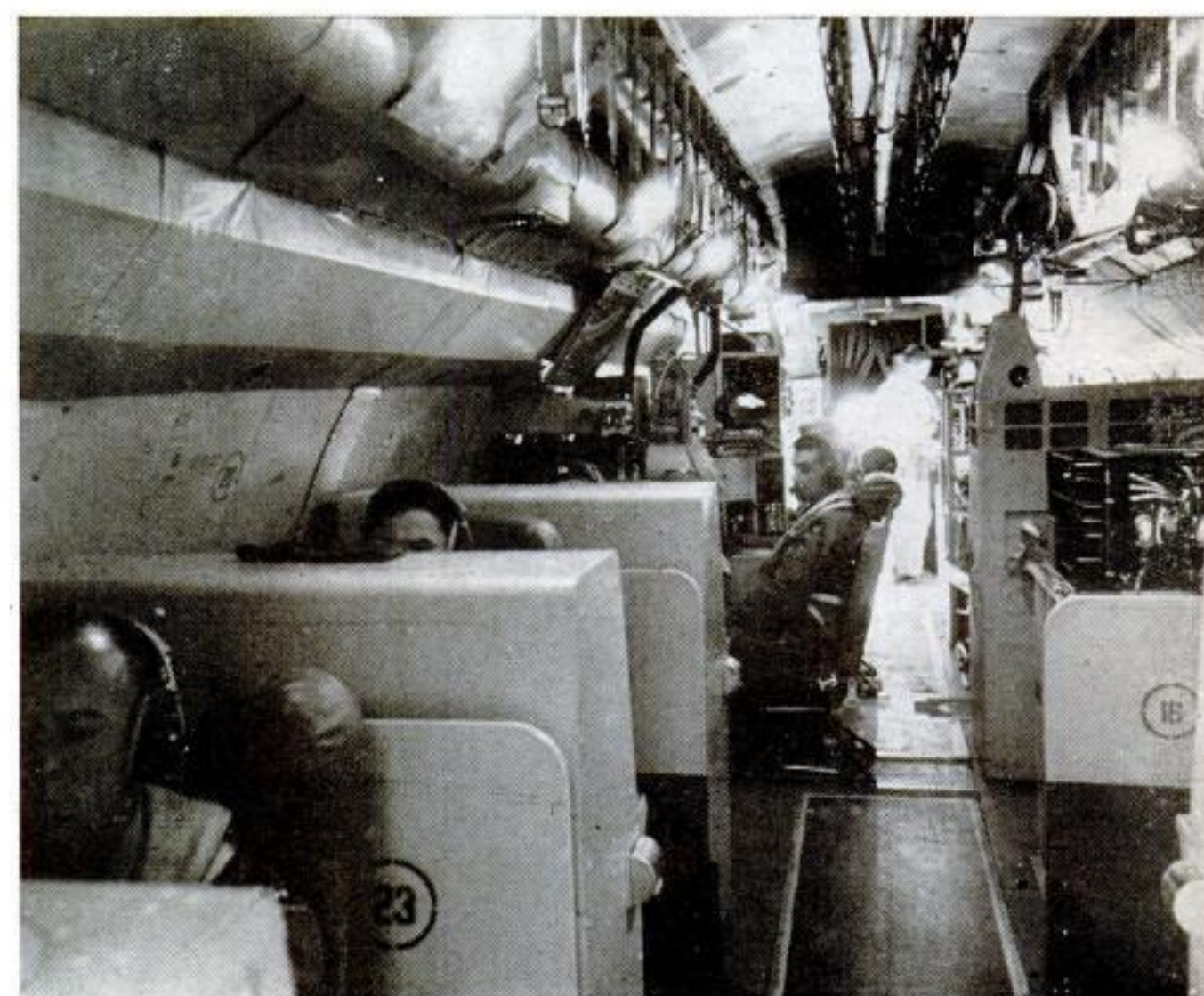
Only \$1.25  
Slightly Higher in Canada

FOR LOW COST WYNN'S FRICTION PROOFING SEE YOUR SERVICEMAN TODAY!

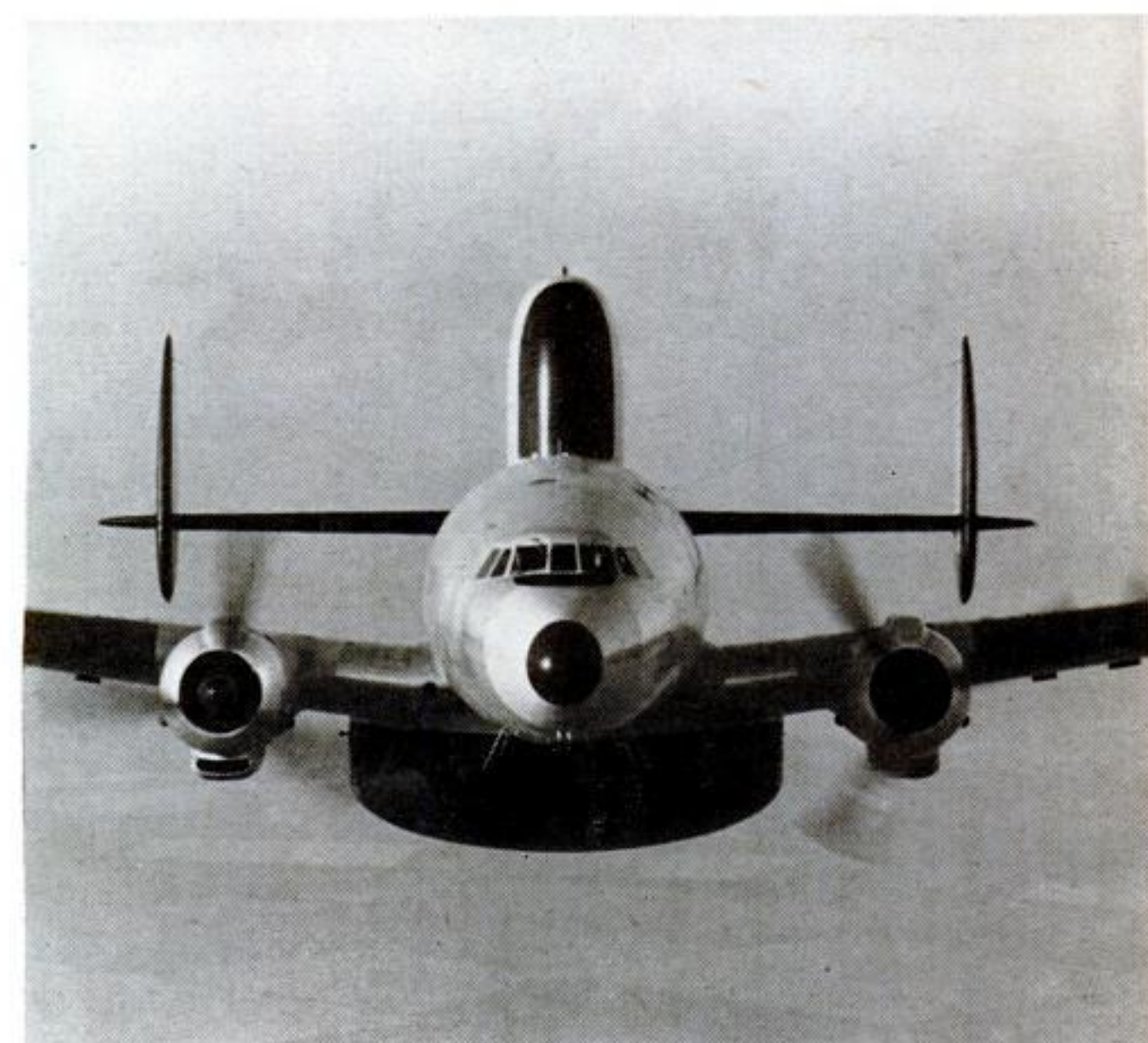
## Radar Picket Plane CONTINUED



MEMBERS OF 31-MAN CREW strap selves into chutes and Mae Wests. Every man in crew—largest in all U.S. military planes—is a trained technician.



CLUTTERED INTERIOR of plane shows part of 31-man crew at radar sets. Combat Information Control officer (center) coordinates radar search.



BULGING EXTERIOR shows radome under plane's belly, and 8-foot-high fin on its back containing radar to measure height of detected planes.

CONTINUED ON PAGE 40



**Kodak**  
TRADE-MARK

You live  
good times  
all over again  
—in snapshots

Trip the shutter often—  
and carry the whole trip home.  
You'll always be glad you did.



Big, brilliant "preview" finder  
on this Kodak Duaflex III Camera  
shows you your picture big and  
clear before you snap. With Kodet  
Lens, \$14.95, including Federal Tax.  
Flashholder, \$4.



Ever miss a priceless snapshot because the film ran out? With the new, thrifty Duo-Pak, you have 2 rolls of Kodak Film—one for your camera, one for a spare. And there's a nice little saving, too. In the popular 620, 120, and 127 sizes. (All Kodak Films come in single rolls, too.)

First choice of beginners and experts alike—  
Genuine Kodak Film—in the familiar yellow box

Have your camera with you everywhere—for that's where great snapshots are. Around home. On that special occasion. On family outings and vacations. Wherever you are, wherever you go. Then you'll save all those wonderful memories instead of *wishing* you had.

Eastman Kodak Company, Rochester 4, N.Y.



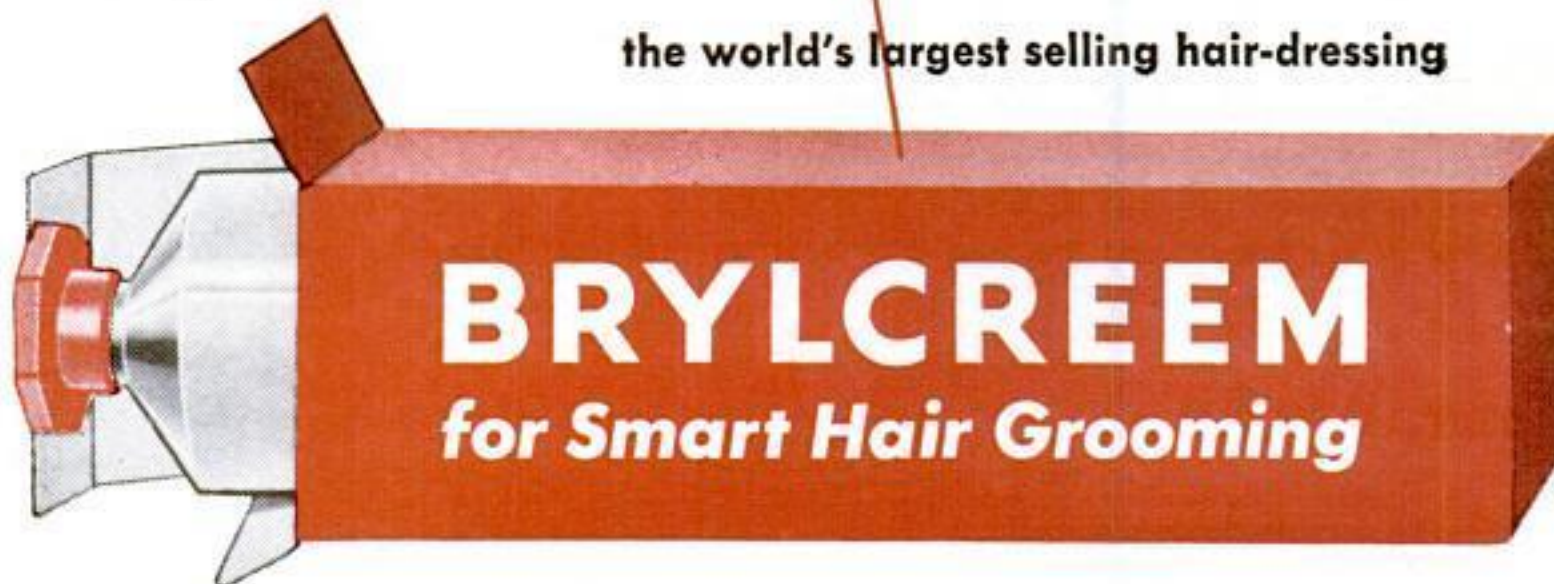
# THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, **Brylcreem** improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

## Not Greasy - Not Messy!

### Radar Picket Plane CONTINUED



**IN PLANE'S GALLEY** crewmen are shown eating between radar watches. Eight men are tending radar scopes at all times during regular 20-hour flight.



**SLEEPING** in crowded rear bunks, men must always wear their Mae Wests although heat from 25,000 vacuum tubes often raises temperatures to 100°.



**TRAINING** at the McClellan Air Force Base in Sacramento, Calif., crewmen simulate escape from plane by jumping in flight clothes into a swimming pool.





The new 1954 Chevrolet Delray Coupe. With three great series Chevrolet offers the most beautiful choice of models in its field.

## Four good reasons why new Chevrolet families are "having a wonderful time". . .

That family up there has everything it takes to enjoy a wonderful vacation—a fine place to go and a fine new Chevrolet to get them there.

In fact, no other car fits so beautifully into all your family activities all the year 'round.

**FIRST OF ALL,** there's a lot of pride and pleasure for you in Chevrolet's lasting good looks. It's the only low-priced car, with Body by Fisher. And *that*, you know, means smarter styling outside and in, and more solid quality through and through. You'll see it in the finer workmanship and materials, the greater comforts and conveniences.

**THEN THAT FINE AND THRIFTY** Chevrolet performance is always a special pleasure. Chevrolet's high-compression power—highest of any leading low-priced car—brings smoother, quicker response and important

gasoline savings, too. Here's one car that's really easy to handle and park on shopping trips, and that gives you solid and steady big-car comfort on vacation trips.

**AND BEST OF ALL, MAYBE,** is the eager, quiet, uncomplaining way your Chevrolet keeps on going wherever and whenever you want to go. You can count on it to start quickly and run smoothly night or day, fair weather or foul. You won't find another car with such a great name for serving its owners reliably and economically over a long, long life span.

**FOURTH BUT NOT LEAST,** we'll be glad to show you how beautifully a new Chevrolet will fit your budget, too. For Chevrolet is priced below all other lines of cars.

See Your Chevrolet Dealer



**BRIGHT NEW IDEA IN INTERIORS!** The interior of the new Chevrolet Delray Club Coupe is all vinyl, in colors that harmonize with the exterior finish. It's as practical as it is beautiful, for the vinyl is easily washable and amazingly resistant to scuffing and wear.

YEAR AFTER YEAR MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

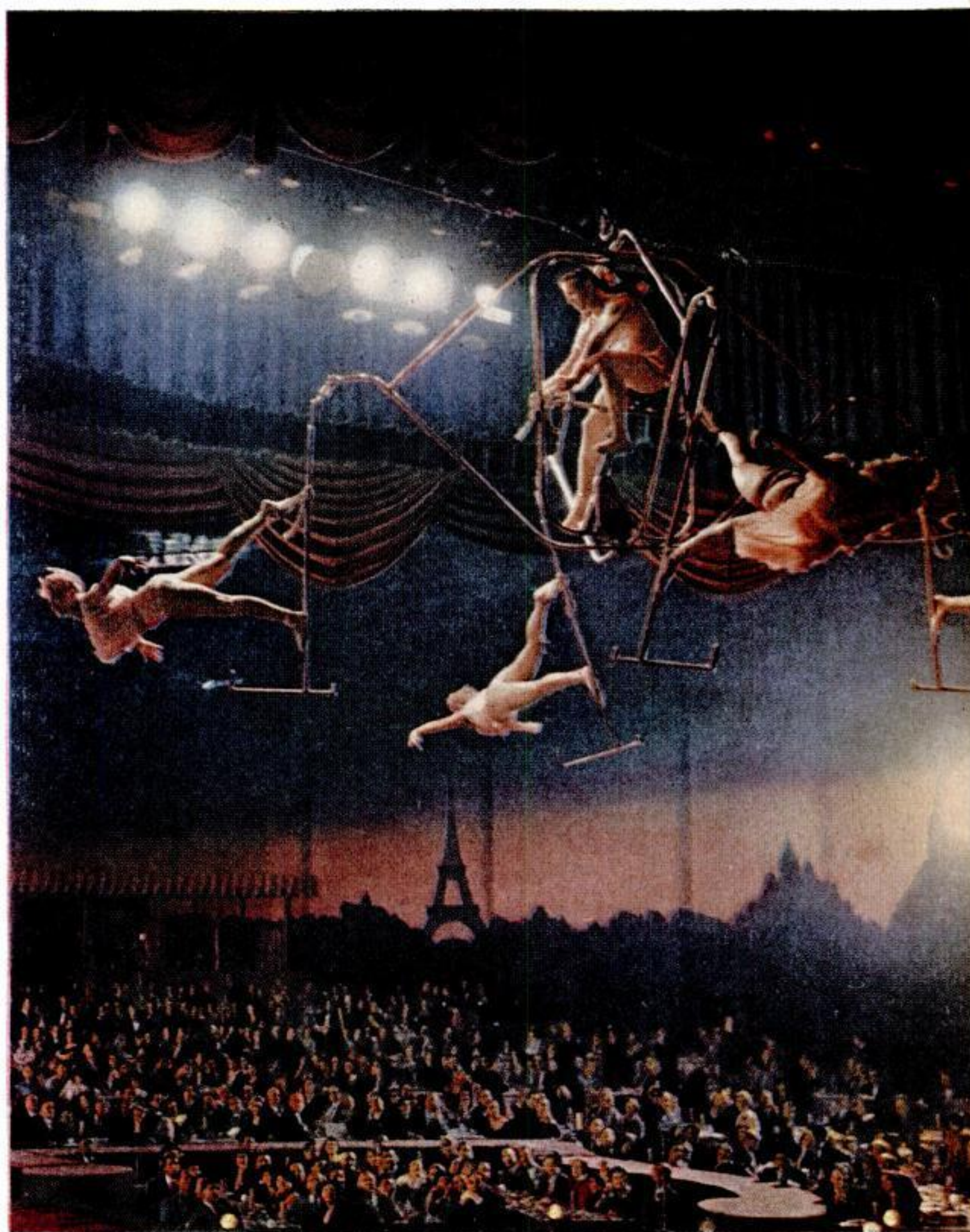






**MUSICAL LEGS** accompany orchestra. When lights are lowered to silhouette skyline, girls lie on winding runways, feet skyward, and shake tiny bells tied to their ankles. The customers concentrate more on looking than on listening. Originally this room was the home of famous Earl Carroll's theater-restaurant.





WHIRLING WOMEN HANG 25 FEET ABOVE CROWD AS LONE MAN SPINS THEM

## From Soup to Legs For \$6.18

### A BIG CLUB OFFERS A BIG DEAL

The country's biggest, brassiest new nightclub is an indoor amphitheater in Hollywood which keeps 1,000 seats at its tables and 38 pairs of fancy female legs to kick or wave at the people in the seats. The place is called The Moulin Rouge and has its high walls plastered with panoramas of Paris. Since its opening six months ago it has swarmed with tired tourists, festive local folk and high school promenaders who are offered a minimum package deal: dinner (with chopped steak, chicken or fish), a liqueur (crème de menthe, triple sec or brandy), and a show (one and one-half hours long)—all for \$6.18. More than a quarter-million people have sampled the package, some coming back with their children for the toned-down Sunday matinee which has more trapeze and less net stocking.



# Quick! Summer meals that click

by **CHEF BOY-AR-DEE**®



## Chef Boy-Ar-Dee Spaghetti Dinners

Now, in only 12 minutes, you can prepare a real Italian-style spaghetti dinner. Comes complete in one handy package: finest, quick-cooking spaghetti; tangy, grated cheese and famous, tomato-rich Chef Boy-Ar-Dee Spaghetti Sauce with Meat or Sauce with Mushrooms. All about 14¢ a serving.



## Chef Boy-Ar-Dee Meat Balls in Brown Gravy

New! Chef's latest *exclusive* is Meat Balls in Brown Gravy. Savory braised meat balls in smooth, rich gravy are packed with body-building proteins. Ten meat balls in every can. Heat and serve just as they are, or as ready-made starts for your own imaginative dishes. Only about 14¢ a serving!



## Chef Boy-Ar-Dee Sauces

With Chef's specially made sauces (the sauce that makes all Chef's products so extra good) you become the creative chef. Put Chef's Sauce—choice of meat, or mushroom—on your spaghetti, rice, omelettes. They taste better, and look better, too! Brings out the fine, full flavor of even your best recipes.



## Chef Boy-Ar-Dee Spaghetti and Meat Balls

Can't you just taste it? Tender, steaming spaghetti...plump, beef meat balls...and all covered with superb, tomato-rich sauce. As appetizing and nourishing a dish as you'll find anywhere. And Chef has done all the work! You just heat and serve at a low, low 14¢ a plateful.

Try These Dishes By Making At Least One Night A Week "Chef Night"—and enjoy the Chef way to arrive at a delicious result!





A TOUGH LONGSHOREMAN (MARLON BRANDO) STARTS AN AWKWARD COURTSHIP WITH A SHY GIRL (EVA MARIE SAINT) WHOSE BROTHER WAS KILLED BY PIER HOODLUMS

# LOVE AND GORE ON THE DOCKS

**Brando and newcomer from TV  
make a stark film about unions**

Elia Kazan's brilliant *On the Waterfront* is the most brutal movie of the year, but it also contains the year's tenderest love scenes. Responsible for both violence and romance is Marlon Brando, who gives his finest film performance to date. He gets able assists in the brutality department by as credibly tough a bunch of hoodlums as ever assembled in one cast, and sensitive support in the love department from a new discovery from TV, Eva Marie Saint (see cover and p. 48).

Based on a series of prizewinning newspaper exposés of racketeering in New York harbor unions, *On the Waterfront* was photographed mostly in the Hoboken dock areas and has a murky, understated quality of realism. Its somber mood, created at the outset by a chilling musical score by Leonard Bernstein, is sustained with a ferocity relieved only by such odd little scenes of courtship as that above, between the rough-neck who hates cops even more than his own corrupt union leadership and a convent-reared child of the slums who makes him change his mind.



**BEAT-UP BRANDO** is helped up by his girl and waterfront priest after union mobsters have given him a terrible working over for defying their authority.





Service station owner William Savage—Savage's Service, Seven Mile Road & Livernois, Detroit, Mich.—says, "Trouble ahead for you, if your oil filter's clogged like this. Better install a Purolator Micronic Refill—fast!"

**LOOK**, the book that came with your car\* says—

## Change your Oil Filter every 5,000 miles"

**\*17 of 18 leading car makers recommend oil filter changes at least every 5,000 miles, on the average, depending on car and driving conditions.**

Grit and sludge in the oil stream can ruin your car's engine . . . run up expensive repair bills! But, you can keep those dangerous contaminants from damaging delicate engine parts by installing a clean, new Purolator Oil Filter Cartridge at regular intervals.

The Purolator Micronic Oil Filter has up to 10 times more capacity

than ordinary filters; stops gritty abrasives you can't see even under a powerful microscope; keeps your engine running sweeter, smoother, longer. Yet, it does not remove important oil additives. *More car makers specify Purolator than any other oil filter.*

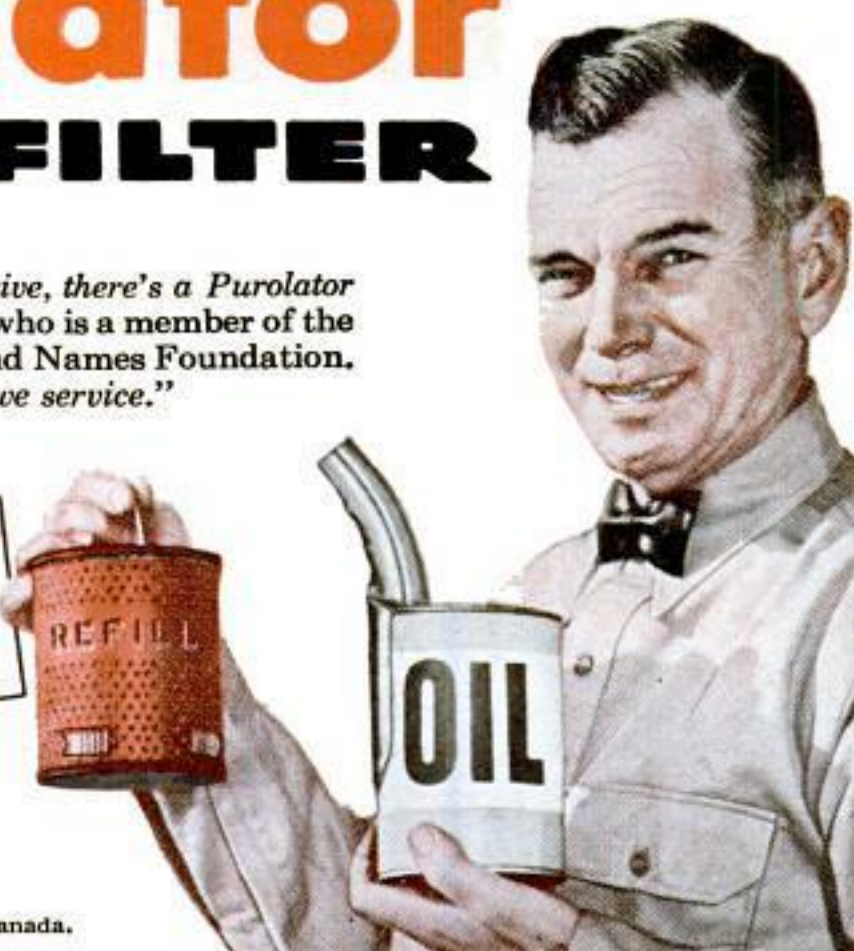
**Warning!** If you've driven 5,000 miles since changing your oil filter, chances are it's clogged. Ask your friendly service station, garage or car dealer to install a new Purolator Refill Cartridge—*right now!* Takes just a few minutes. Costs as little as \$1.60.

# PurOlator

World's finest **OIL FILTER**

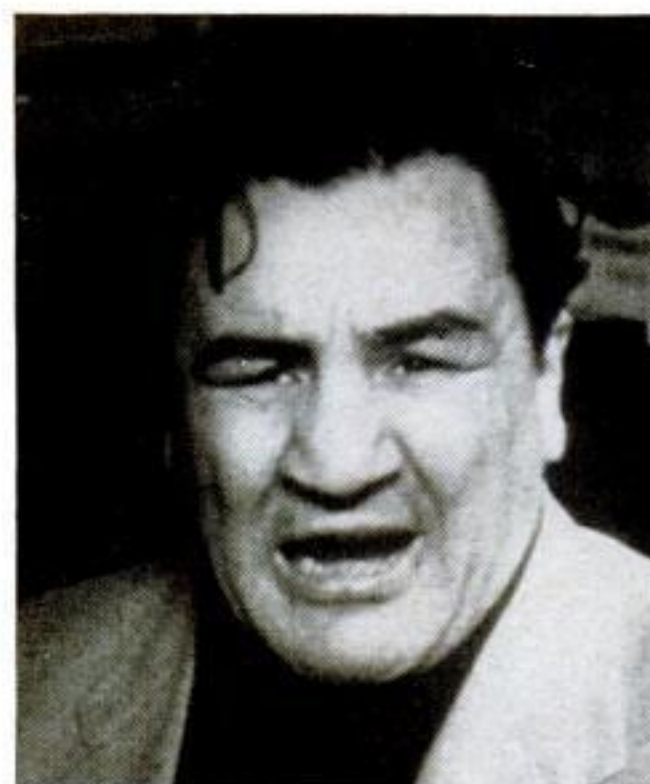
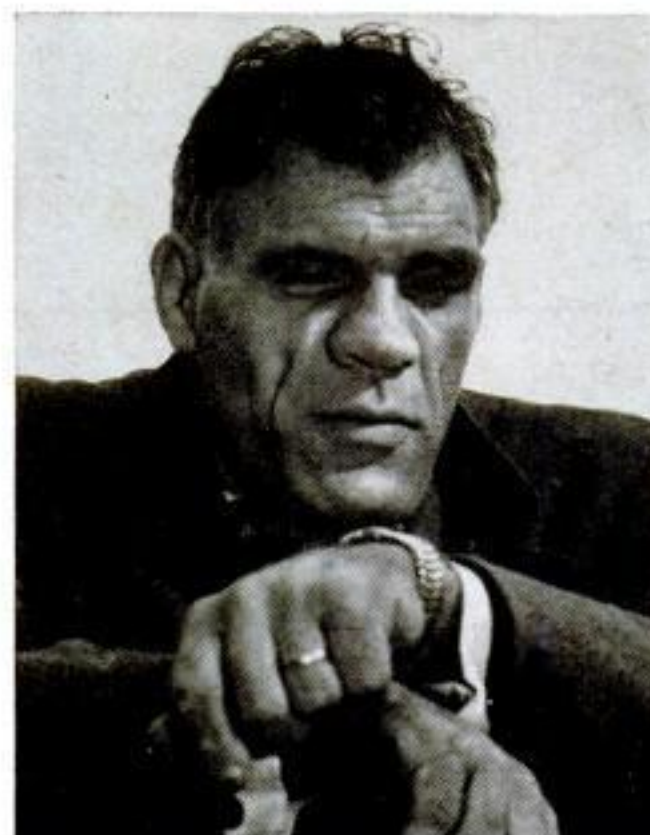
"Whatever make or model car you drive, there's a Purolator engineered for it," says Mr. Savage, who is a member of the Retail Advisory Council of the Brand Names Foundation. "We use Purolators for all the cars we service."

IT PAYS TO CHECK YOUR OIL FILTER EVERY TIME YOU CHANGE YOUR OIL



"Purolator," "Micronic" Reg. U. S. Pat. Off.  
Purolator Products, Inc., Rahway, N. J.; Toronto, Canada.

## LOVE AND GORE CONTINUED

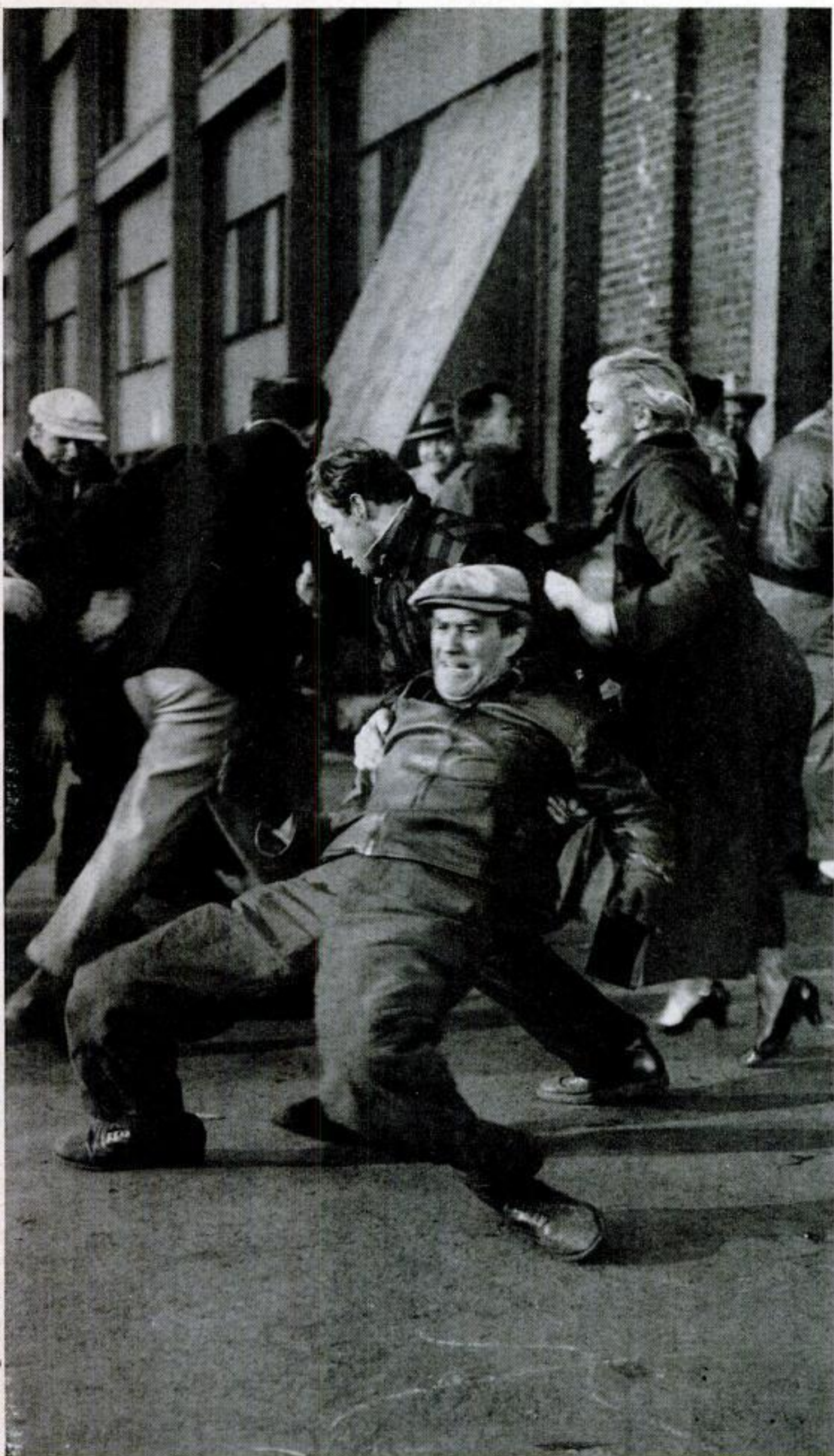


**REAL-LIFE TOUGH GUYS** hired for the film—a Columbia release—include prize fighters Tony Galento (*top*), Abe Simon (*center*) and Tami Mauriello.



**WATERFRONT PRIEST** Father Barry (Karl Malden) calms raging Brando in a saloon after the latter has found his brother murdered by union boss's mob.





**DOCKWORKERS SCRAMBLE** for brass checks, enabling them to go to work, tossed out by hiring boss. Brando pushes his girl's father aside in the rush.



**BEATEN UNION BOSS** (Lee J. Cobb), deserted at film's end by the rank and file whom Brando has led back to work, shakes threatening finger at deserters.

CONTINUED ON NEXT PAGE

# NEW COLGATE INSTANT BARBER SHAVE

INSTANT  
LATHER...  
SO RICH  
IT STANDS UP...

**ONLY 79¢**

about 3 months supply



**Gives you faster, easier shaves than any brushless or lather!**

Never before a lather like this! Brought to you exclusively by Colgate for the cleanest, fastest, most comfortable shaves of your life.

Countless, creamy bubbles hold each whisker firmly against the razor's edge for smooth, fast shaves. Get Colgate Instant Barber Shave!

FOR THE KIND OF SHAVES - EVERY MAN CRAVES  
GET NEW COLGATE INSTANT BARBER SHAVE







IF SWEET SOFT DRINKS  
LEAVE YOU THIRSTY...

SWITCH TO *SQUIRT*

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after-thirst!



Fresh clean taste  
as you drink Squirt  
...fresh clean taste  
after you drink Squirt  
...never an  
after-thirst!

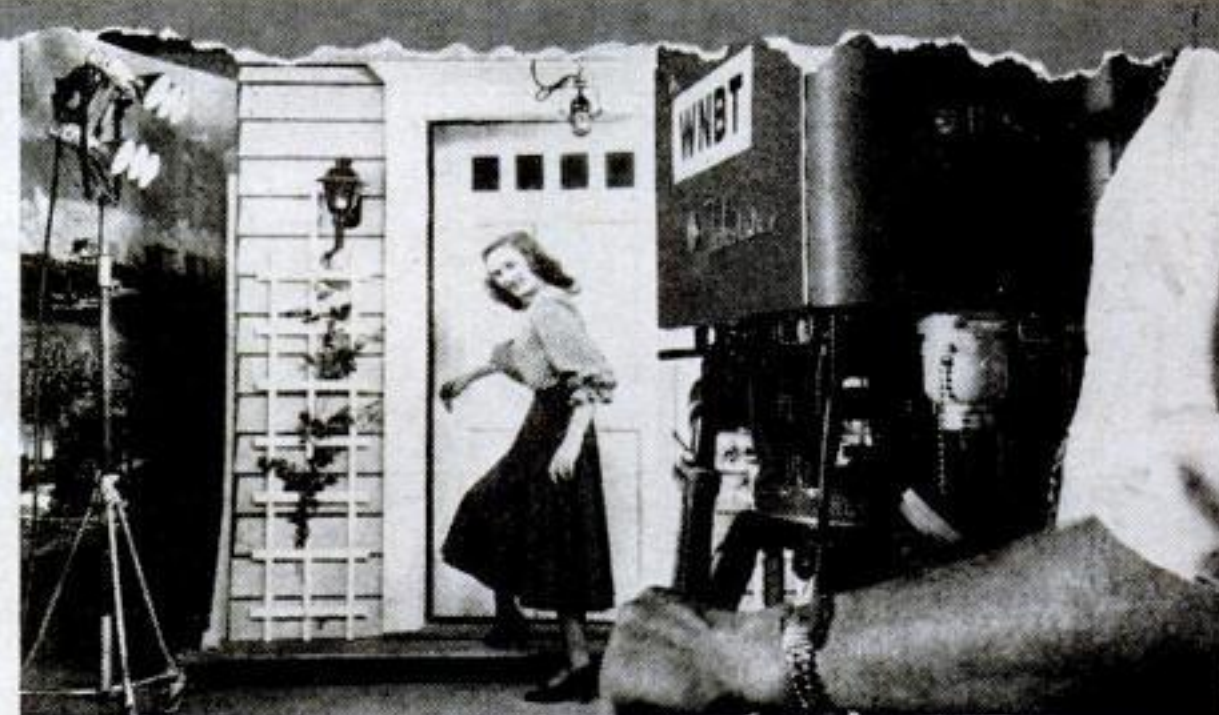


When you serve mixed drinks,  
and when you drink, be  
smooth about it... Switch to  
Squirt, the SMOOTH mixer.

COPYRIGHT 1954, THE SQUIRT COMPANY  
BEVERLY HILLS, CALIF.



## LOVE AND GORE CONTINUED



TELEVISION CAMERA VIEW FROM RIGHT (LEFT) SHOWS HOW AUDIENCE SEE ACTRESS EVA MARIE SAINT. MICROPHONE AND LIGHTS ARE OUT OF VIEW AND THE CHEAT SET LOOKS REAL

## TELEVISION

It is a commercial reality but not yet an art



WATCHING HERSELF PERFORM in a playback of *Golden Time* television show, actress Eva Marie Saint looks herself amazed, sobered, bewildered and awed

up-acting. "Is that how I look?" Here she sits with a television set in front of her, at which she is looking, and another one in back of her, which can be seen as photograph

## Breaking into Television

A young actress has to work seven hours and walks four miles a day just looking for jobs. But she may be a star if her arches hold up

by ERNEST HAVEMANN

TV AND EVA MARIE both started going commercially at the same time (top, LIFE, Dec. 1, 1947) and progressed together (LIFE, Sept. 19, 1949).

## EVA MARIE ON TV

In 1949 LIFE Writer Ernest Havemann wrote of an unknown 23-year-old actress coming up in television: "The name of Eva Marie Saint may someday be a household word like Bankhead, Bergman or Berle." In the years since, she became one of TV's leading actresses, playing Claudia in *One Man's Family* for 2½ years. She has been called the "Helen Hayes of television" and created a major Broadway role for herself in *Trip to Bountiful*. But it will probably be as Edie in *Waterfront* that she fulfills the prophecy and starts her real trip to fame.



TV HIT *Trip to Bountiful* with Veteran Lillian Gish (left) appeared briefly on Broadway, got Eva Marie *Variety* acting award and her part in *Waterfront*.



Little pink and white girls like this one, painted for us by Norman Rockwell, are one of the endearing things about this world.

And in their own way, the Kellogg's Corn Flakes this little miss is eating are very nice, too. A lot of people have always thought so, all kinds of people. No other cereal has ever matched the American taste in quite the same way.

They're dainty, yet hearty; fresh, but friendly. Thin, crisp, golden flakes with a flavor that's never been copied and that we'll never change. It's still our secret recipe.



Now on Kellogg's Corn Flakes packages—four Kellogg's Kids by Norman Rockwell. Pick your favorite; win cash prizes (\$2,500 first prize). Details on packages.



All this has been going on for over 50 years, longer than you can remember, no doubt. Something of a record for affection in this fickle world. If somebody at your house got up tomorrow morning with his mind on Kellogg's Corn Flakes, would you be ready for him? How are you fixed?

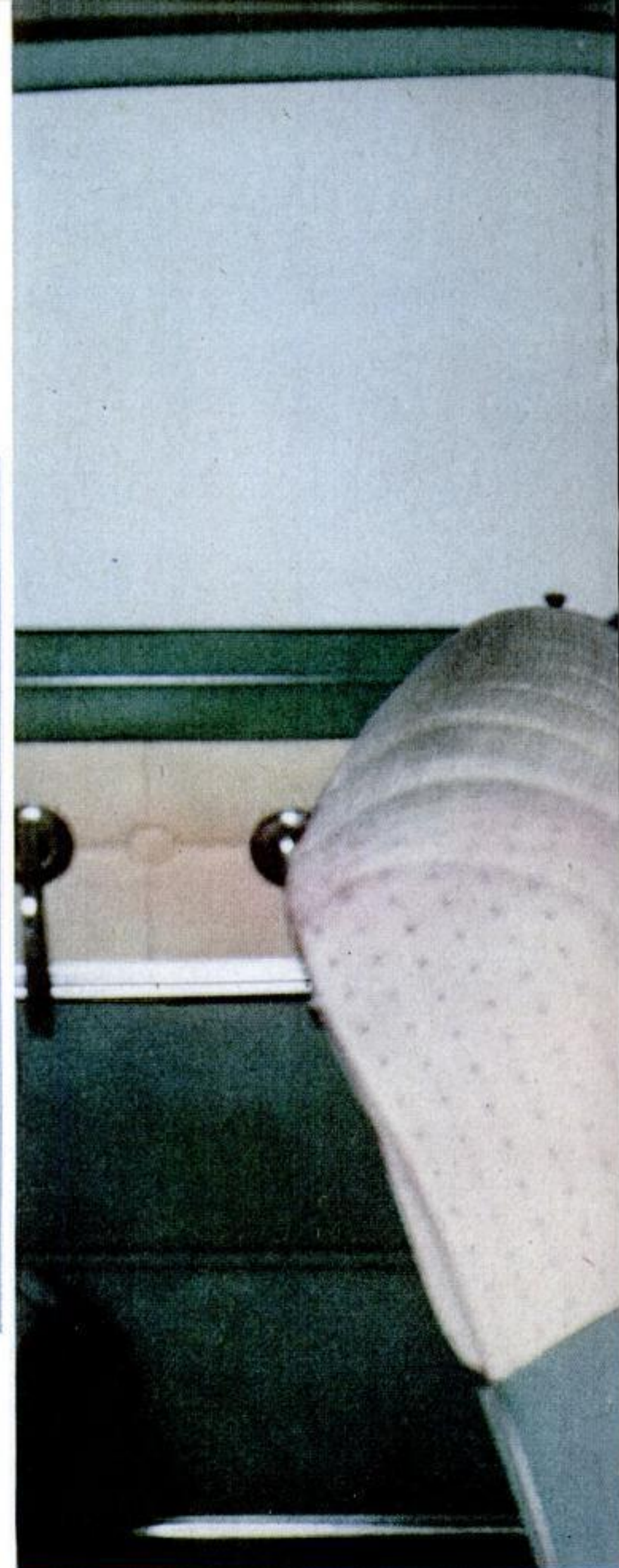




when it's  
this hot... ↑



and you'd  
like to feel  
like this... ↑



\*Air-Conditioning in Chrysler Corporation cars

# come in and

Right now, if you like, you can order a cool and comfortable *air-conditioned car*. But *before* you do, be sure you feel for yourself the *three ways it will be best only* if you get a Dodge, DeSoto, Chrysler or Imperial car. For this exclusive Airtemp\* system actually *does* excel all others! *One . . .* it cools more *efficiently*—can bring your car from well over 100 degrees to cool, cool comfort within two minutes! *Two . . .* it cools more *evenly*—no chilly spurts but a wonderful *even* “blanket of coolness” all around you! *Three . . .* it cools more *constantly*, without annoying let-ups at slow traffic speeds. In fact, like so many advances in Chrysler Corporation cars today, here

## Wonderful things keep coming your way from

*Dodge Trucks, Chrysler Marine & Industrial Engines, Oilite Metal Powder*





has been specially developed by Chrysler Airtemp, leading manufacturers of car air-conditioning, refrigeration, heating, air-conditioning for homes and other buildings.

# “turn on the cool”

is air-conditioning so much better that you can't know *how good* it is until you *feel* it! Like our V-8 engines, the *only* ones with airplane-type *hemispherical* combustion chambers! Like our full-time power steering, that gives you *one* “road-feel”, not two! Like our silky-smooth new PowerFlite automatic transmission that makes others you've tried definitely out-of-date! Like our Safety-Power brakes, which give you so much *extra* sense of reassurance along with their new ease! But words can't tell *this* kind of story. Come in soon and try for *yourself* the *unequalled* values and advantages to you in attractive price ranges which make these cars *the smartest buys* of all!

Plymouth  
Dodge  
De Soto  
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# Chrysler Corporation

Buy Them! Price Them!  
The Smartest Buys of All!

Products, MoPar Parts & Accessories, Airtemp Heating, Air-Conditioning & Refrigeration and Cycleweld Cement Products



IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

# Here's a toothpaste for people who can't brush after every meal



**JUST ONE BRUSHING**  
**destroys decay- and**  
**odor-causing bacteria!**

New white toothpaste  
with GL-70



**Only Procter & Gamble's new GLEEM has  
GL-70... new cleaner and decay fighter!**

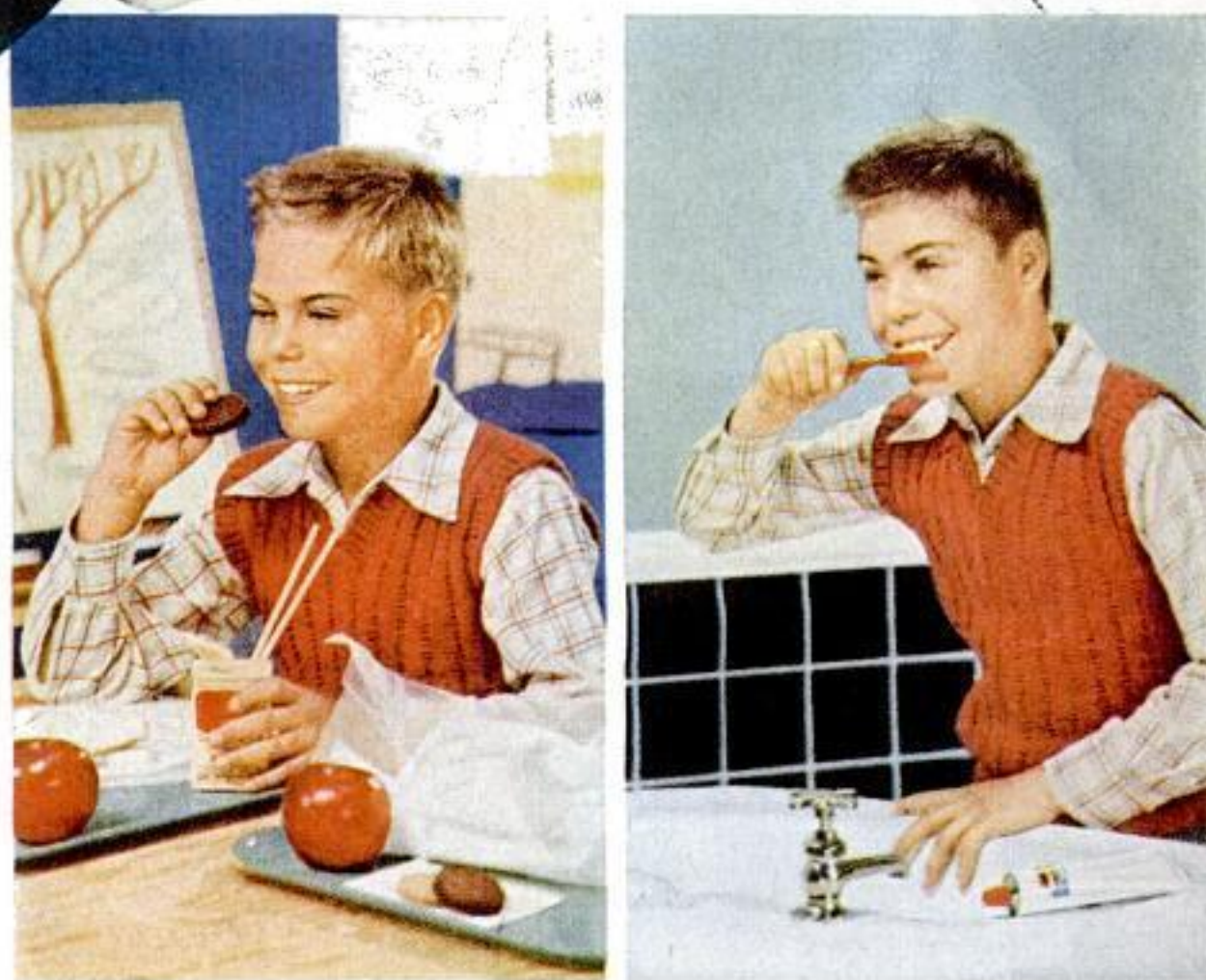


**Can't brush after every meal? One Gleem brushing  
destroys most decay bacteria, wipes out their enzymes!**

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70, exclusive new cleaner and decay fighter. Just one Gleem brushing destroys up to 90% of bacteria (the major cause of tooth decay) and wipes out their enzymes. Only pure white Gleem has GL-70 to fight decay... stops decay action with each brushing!

**Mouth stays fresh all day with one Gleem brushing!**

A Gleem brushing before breakfast instantly stops mouth odor. In 7 out of 10 cases, the mouth stays fresh all day. Scientific, odor-measuring tests prove it! And there's no stain, no medicinal taste with delicious, white Gleem!

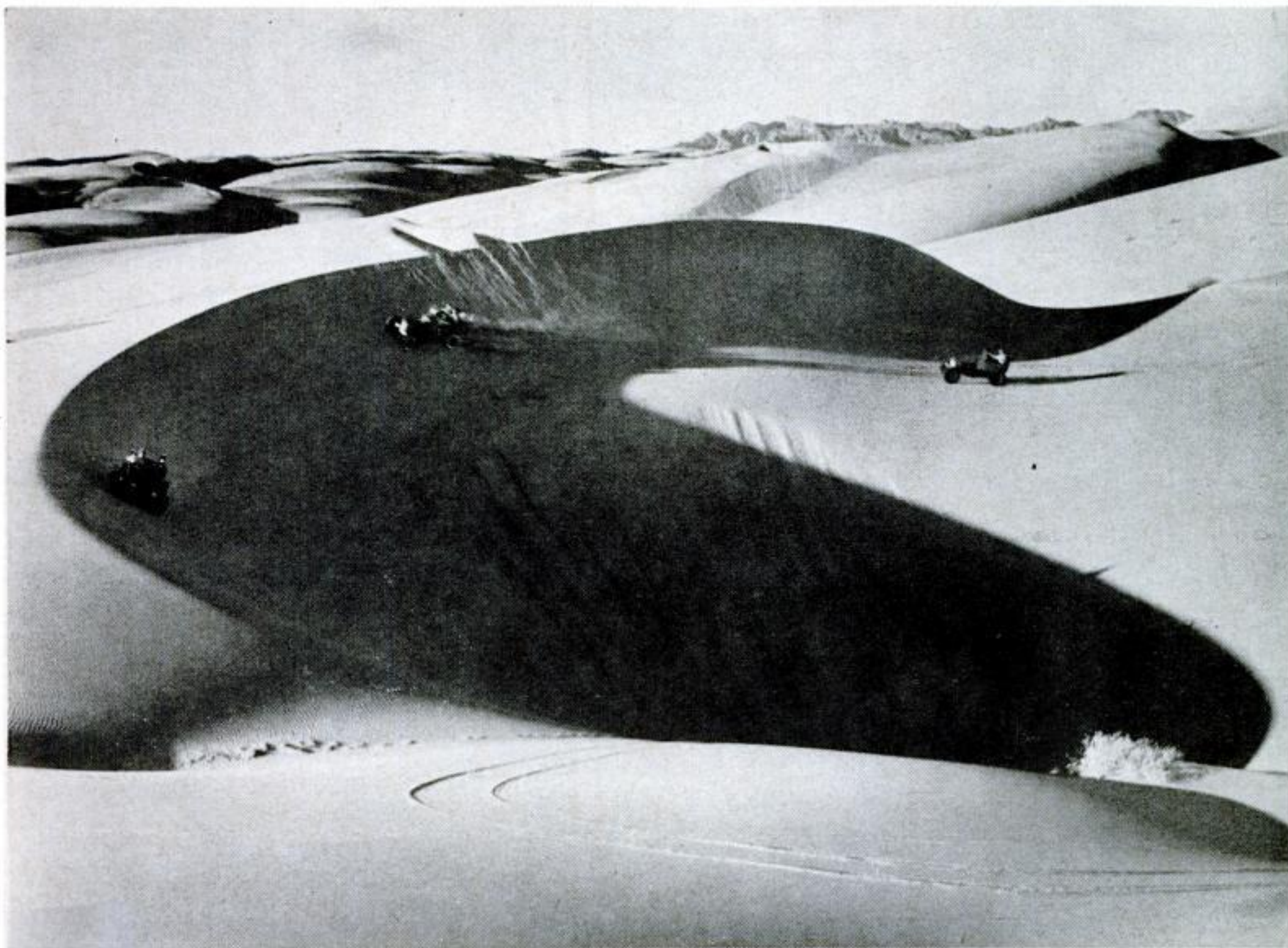


**Kids just love new Gleem's bright  
breezy taste! Proved by flavor tests!**

Youngsters like Gleem's fresh flavor so much it's easy to get them to brush regularly... and that means fewer cavities! Because regular after-meal brushing is the *only* proven way to cut down tooth decay in children. Most cavities occur during school ages. So it's important to help your youngsters fight decay with delicious tasting Gleem.

**ONLY GLEEM has GL-70... GLEEM fights decay by getting at the cause!**





ZIPPING AROUND THE LIP OF A HUGE DUNE AT 40 MPH, DUNE BUGS CLING TO THE STEEP SLOPE OF SLIDING SAND

## THE DESERT'S DUNE BUGS

Hot-rodders build their own homely, half-pint cars that race on the sand

The blazing sands of the Imperial Valley near Yuma, Ariz. are rolled by the wind into steep-sided piles 200 feet high. On this substitute Sahara, platoons of Hollywood Foreign Legion occasionally pursue movie Arabs. When some Yuma hot-rodders tired of racing on crowded roads, they spliced together scraps of junk cars and took to the rolling dunes. Their awkward-looking half-pint car proved so spry on the sand that other hot-rodders rushed to copy it.

Where the long belly of a stock car would catch

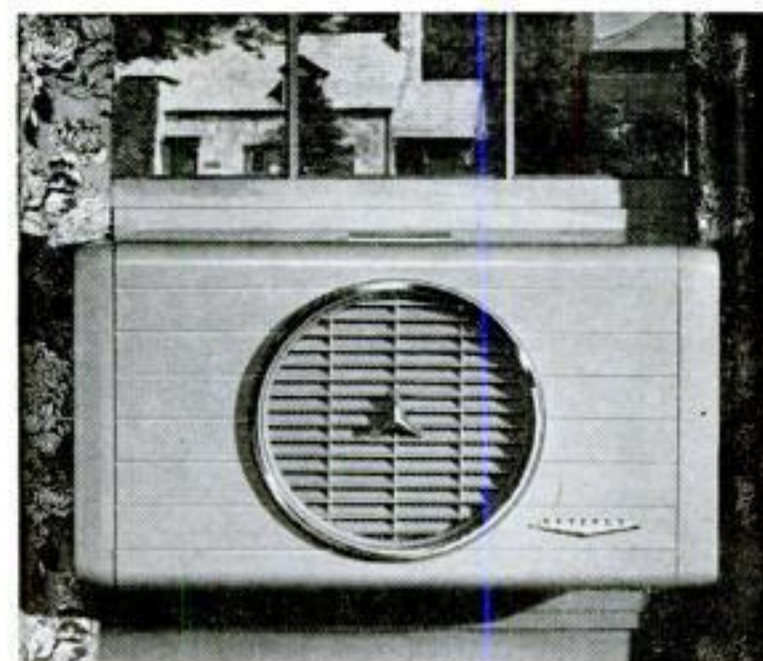
going over peaks of sand, leaving its wheels dangling fore and aft, the desert hot rod's short six-foot wheel-base lets it roll safely over. The driver sits over the rear axle. The tires are flabby and completely innocent of tread. But the ungainly dune bug is agile enough to scramble up soft slopes as steep as a ski jump at 40 mph. On weekends the roar of dune bugs shatters the desert silence as they play tag over the sands, combining the thrills of racing with the stomach-turning dips and turns of a roller coaster.



A GAME OF FOLLOW-THE-LEADER LEADS A PACK OF HOT RODS OVER THE TOP OF A 150-FOOT-HIGH SAND DUNE

CONTINUED ON NEXT PAGE

## MOST POWERFUL ROOM AIR CONDITIONER†



The 1954 Fedders is beautiful *outside* ... powerful *inside*, proved in tests more powerful than many other room air conditioners! Fedders exclusive V-type evaporators give you 33% more cooling area...greater reserve capacity for hot, muggy days. Greater filtering and air-cleaning area. And you get greater dehumidifying power, too. Be sure you look "under the hood" when you buy a room air conditioner. Look at powerful Fedders!

### FEDDERS gives you PUSH BUTTON WEATHER



Fedders makes *you* the boss of all this cooling power. Exclusive Built-In Weather Bureau gives you the cool, clean weather you want at the touch of a button. Lets you ventilate, whisk away stale, smoky air . . . both independently of cooling. Rotatable Grille sends air in any direction. Exclusive new Reverse Cycle Heat Pump\* switches from cool to heat to cool *automatically* to maintain the temperature you set. See Fedders in action—best engineered room air conditioner on the market. Also sold throughout Canada.

\*Extra cost on 3/4-ton Deluxe and 1-ton Window Models.  
†Based on our continuing laboratory tests of six leading brands.

### 1954 FEDDERS

**MAIL TODAY!**

Fedders-Quigan Corp., Dept. 21-A  
Buffalo, N. Y.

Please send me books checked on how I can sleep, work, live better with a Fedders.

- ☐ "Champion of your personal comfort"  
☐ "How to sleep cool when it's hot"

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State \_\_\_\_\_



## MORE SANITARY

'cause they're  
disposable!

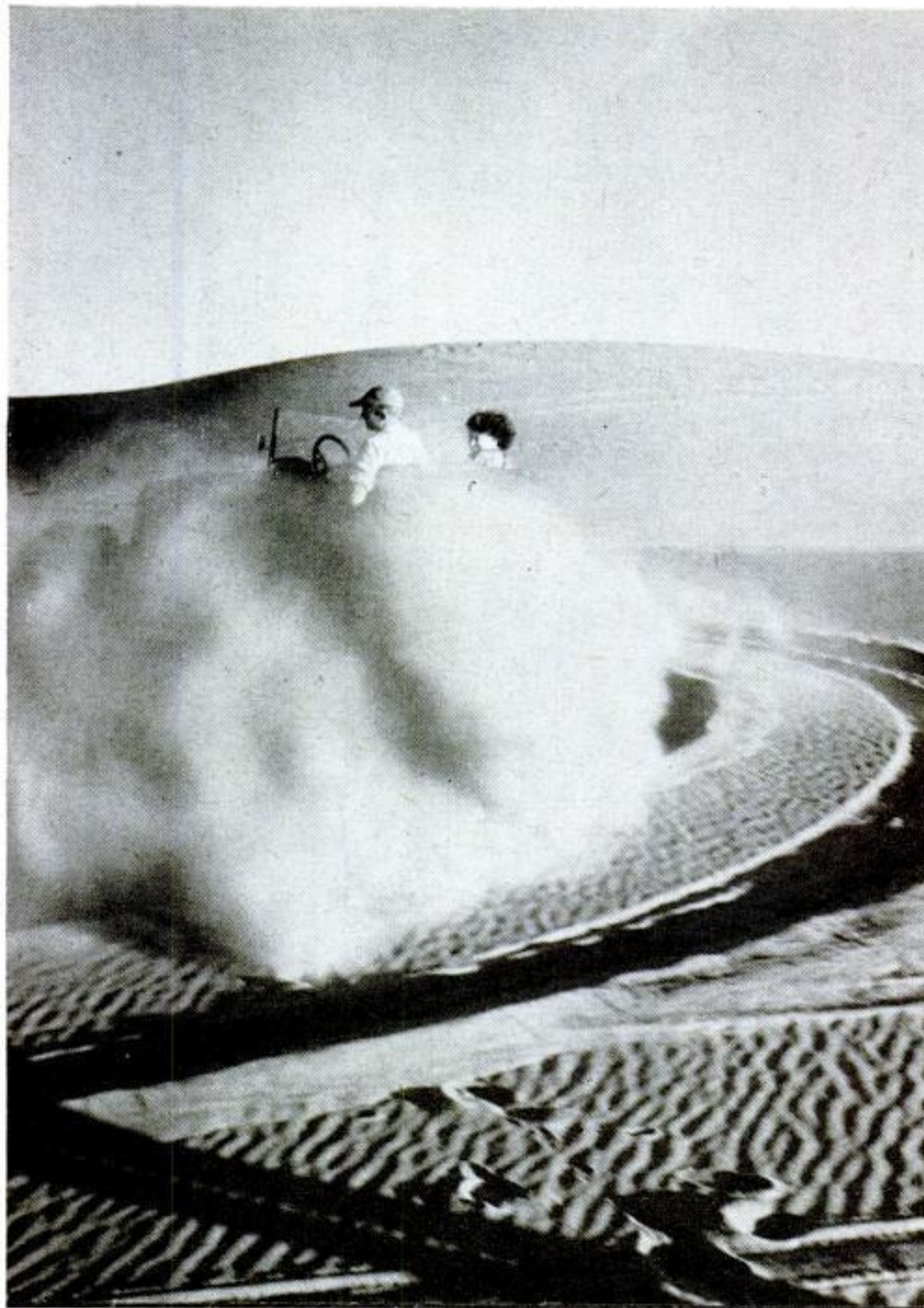


# Chux®

DISPOSABLE  
DIAPERS

Softer 'cause  
they're cottoned!

• For sample of the new Chux, send 10¢ in coin to Chix Baby Products, Dept. L-42, 47 Worth Street, New York 13, N. Y.



**QUICK TURN** on spinning wheels throws up a satisfactory cloud of sand. Dune bugs sometimes tip over on turns but the soft sand prevents casualties.



**FAST ESCAPE** by dune-bugger saves him from worst hazard of the sport. Though dune bugs have extra-large radiators, they still boil in 110° desert heat.

## KICK

"In Bangkok the spectators toot native pipes. And approved footwork also includes the well-placed kick."

That's boxing, Thailand style—a happily uninhibited sport that packs in the fight fans at Rajadamnern Stadium, halfway across the world.

But boxing (any style) is only one of hundreds of sports you, too, can thoroughly enjoy in **SPORTS ILLUSTRATED**—the lively, literate, picture-packed weekly—the national weekly of sports, to be published August 16th by the publishers of LIFE. For a Charter Subscription at a Special Rate use the handy coupon below:

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America's No. 1 "on-the-spot" relief for  
**ACID INDIGESTION • HEARTBURN**

10¢ A HANDY ROLL

**Sore, Hot, Tired Feet?**



New or Tight  
Shoes Hurt?  
Use Doctor's  
Fast Relief

To help start and end each day with a smile . . . a day free from discomfort of sore, hot, chafed feet due to exertion—use Dr. Scholl's Foot Powder. It soothes, comforts your feet . . . eases new or tight shoes . . . helps prevent Athlete's Foot, too. Get Dr. Scholl's Foot Powder today. At Drug, Shoe, Dept., 5-10¢ Stores.

Own a **CHRIS-CRAFT**... only \$49



Free brochure tells how to save and have fun with a "Do It Yourself" Chris-Craft Boat Kit! See the Kit Fleet in action—Prams, Outboards, Speedboats, Outboard and Inboard Cruisers! Easy to assemble! Priced from \$49 f.o.b. factory (subject to change). Kits include pre-cut parts, brass fastenings, instructions. Write NOW! Dept. K, Chris-Craft Corporation, Algonac, Michigan  
**WORLD'S LARGEST BUILDERS OF MOTOR BOATS**



# first flight

*Without trust in Daddy's strong arms, fear would blot out the fun of first flight. But because Daddy's smiling, loving face is below, life adds a thrilling new dimension, founded in love and trust.*

*All our adventures begin in and come home to the security we cannot do without.*

To give and to get security is the main business of living. It is a privilege and a responsibility. It provides us life's finest rewards.

Have you ever thought that this security is possible only in a democracy? And that this is the source of America's greatest strength? For we continue to grow stronger as a nation when more and more secure homes are bulwarked together.

The security of your country depends on *your* security.



**Saving for security is easy! Read every word —now!** If you've tried to save and failed, chances are it was because you didn't have a *plan*. Well, here's a savings system that really works—the Payroll Savings Plan for investing in U.S. Savings Bonds. This is all you do. Go to your company's pay office, choose the amount you want to save—a couple of dollars a payday, or as much as you wish. That money will be set aside for you before you even draw your pay. And automatically invested in Series "E" U.S. Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30. If you can save as much as \$18.75 a week, 9 years and 8 months will bring you \$10,700!

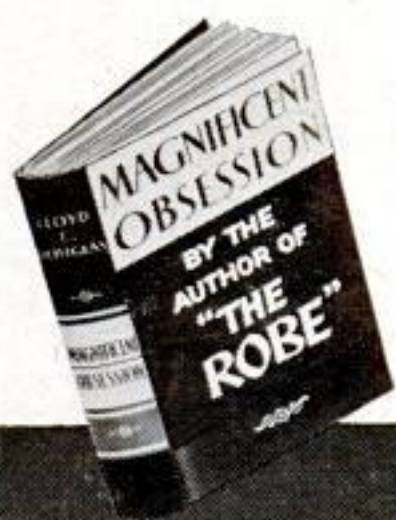
U.S. Series "E" Savings Bonds earn interest at an average of 3% per year, compounded semiannually, when held to maturity! And they can go on earning interest for as long as 19 years and 8 months if you wish, giving you a return of 80% on your original investment!

Eight million working men and women are building their security with the Payroll Savings Plan. For your sake, and your family's, too, how about signing up today? If you are self-employed, see your banker about the Bond-A-Month Plan.



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# Magnificent Obsession

A story of Love... that will become one of the great emotional thrills of your lifetime!

*Universal International presents*

JANE WYMAN  
ROCK HUDSON  
BARBARA RUSH

LLOYD C. DOUGLAS'

## Magnificent Obsession

COLOR BY TECHNICOLOR



with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER

Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter



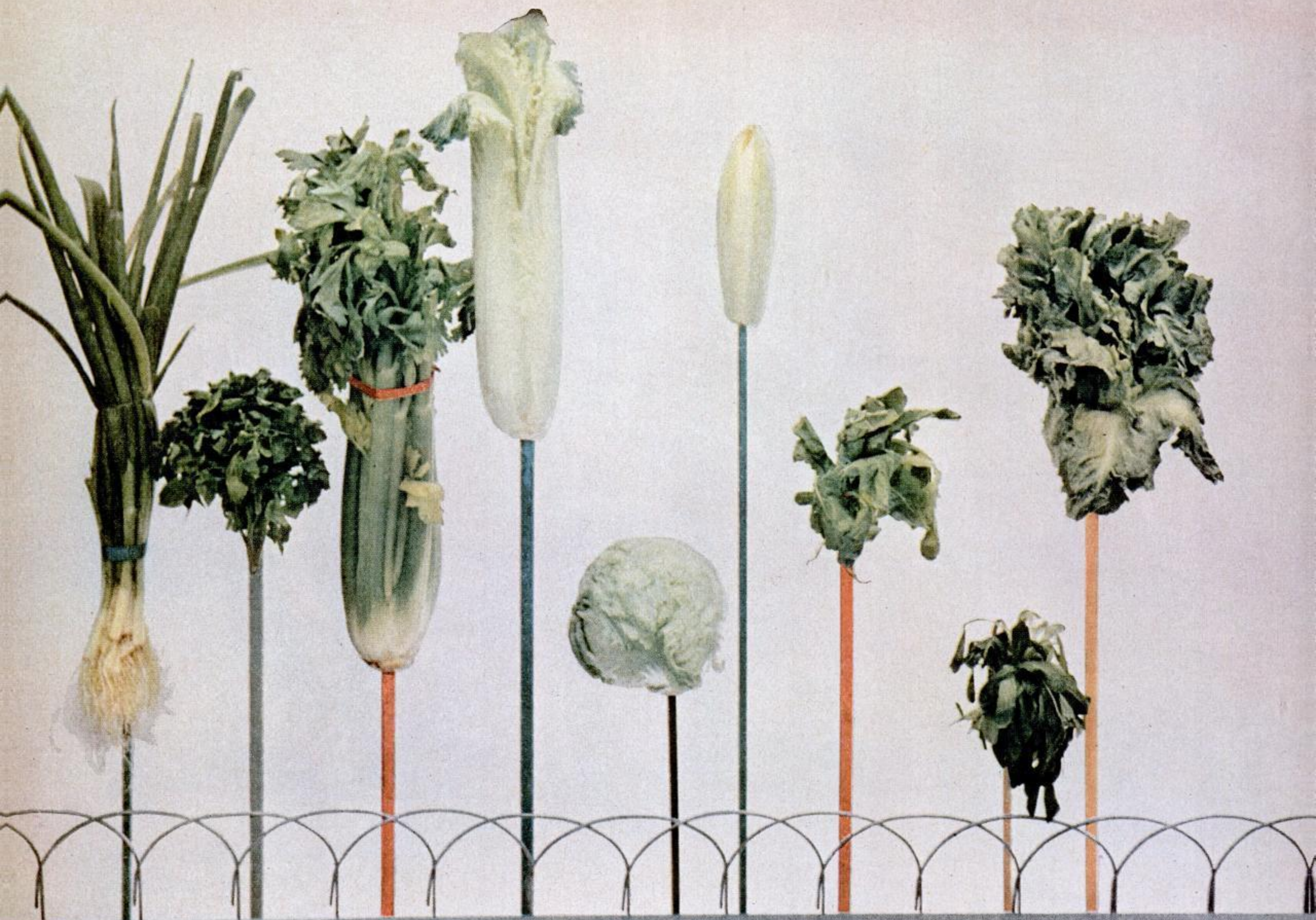
# Greener salads

29 DIFFERENT KINDS OF LEAVES CAN GIVE VARIETY

Summer, when greens are at their peak, is the best time to try out new and unfamiliar salad leaves to augment or replace plain lettuce. Some greens are bland (head lettuce), some sweet (watercress), some cabbagey (collards), some sharp (escarole), some bitter (mustard greens). Here and on following pages are seven salads using different greens. Recipes and dressings for them follow. The gourmet's preference is mixed green salad. The one below uses (at left, from top) mustard greens, Swiss chard, collards, and (at right) chicory (top) and dandelion greens.







## BOUILLABAISSE SALAD

This one uses five greens: (*from left*) scallion tops, watercress, celery tops, celery cabbage. These give new taste to the iceberg lettuce, which too many in the U.S. serve alone in salad after salad. With these cool greens the seafood and fish salad is substantial enough for a full meal.



## FRESH FRUIT SALAD

Melon balls and various fruits in season fill avocado shells and are heaped in the center of the salad bowl. With them go the four greens shown: (*from left*) Belgian endive, land cress, field salad and escarole. In some towns these greens are often best found in Italian markets.





## VEAL AND CHICKEN SALAD

This makes a filling summer supper. Greens that are used with it are: (from left) bibb lettuce, raab (broccoli di rape), romaine lettuce and sorrel (sour grass). Greens have been selected to go best with the other ingredients in these salads, but more or fewer greens may be used.



## VEGETABLE SALAD BOWL

This salad has only 65 calories per serving not counting the dressing, is satisfying for weight watchers. The five greens used with the vegetables are: parsley, turnip tops, Boston lettuce, beet tops and spinach. A dressing to go with each of these salads is shown on next page.

CONTINUED ON NEXT PAGE



## CLASSIC FRENCH



## LOW CALORIE



## SOUR CREAM



## HOT SPICE



## SWEET AND SOUR



## A DRESSING FOR EVERY SALAD AND TASTE

Ingredients for making five great salad dressings are shown above with a pint of the finished product at the right and the ingredients listed on top of opposite page. One of these will suit whatever kind of salad is being served, and the low-calorie dressing should help solve the problems of dieters. It is timesaving to make at least a pint of dressing

at a time and to keep what is left over in the refrigerator for future use. Sour-cream dressing will not last as long as French dressing but may be kept for two or three days. Always shake dressing vigorously before using it. Allow about one tablespoonful of dressing per serving. Toss salads so that each leaf is coated with dressing.



# HOW TO MAKE BASIC DRESSINGS AND VARY SEVEN SIMPLE SALADS

## CLASSIC FRENCH DRESSING

1½ cups olive oil      2 teaspoons salt  
½ cup wine vinegar      1 teaspoon freshly ground pepper  
1 clove garlic

Garlic is optional. If used, crush clove to fine paste. Add pepper, salt, then mix well with other ingredients.

## VARIATIONS:

1. Add 4 tablespoons crumbled Roquefort cheese before tossing with greens. 2. Add 2 teaspoons powdered dry mustard to basic mixture. 3. Add herbs—dill, basil, marjoram, oregano or herb mixture. 4. Add 2 chopped hardcooked eggs, 2 tablespoons chopped stuffed olives to basic mixture. 5. Substitute fresh lemon juice or dry wine for the vinegar in the basic mixture.

## LOW CALORIE DRESSING

½ cup salad oil      1 tablespoon minced fennel  
1 cup garlic vinegar      2 teaspoons celery salt  
2 tablespoons grated lemon rind      1 teaspoon whole oregano leaves  
1 teaspoon freshly ground pepper      1 teaspoon ground chervil  
2 tablespoons chopped parsley      1 teaspoon powdered dry mustard

Combine all ingredients and mix well. Shake before using. Serve with any of salads shown.

## SOUR CREAM DRESSING

1 cup sour cream      2 tablespoons prepared horseradish  
¼ cup cider vinegar      ½ teaspoon freshly ground pepper  
½ cup oil      1 teaspoon salt  
1 teaspoon whole dill seeds      2 tablespoons grated onion  
1 teaspoon paprika      2 tablespoons capers (optional)

Combine all ingredients and mix well. Stir before using.

## HOT SPICE DRESSING

¾ cup tarragon vinegar      1 teaspoon ground cayenne pepper  
1¼ cup oil      2 teaspoons whole bay leaves  
1 teaspoon chili powder      1 teaspoon salt  
2 tablespoons grated onion      ½ teaspoon freshly ground pepper

Crumble bay leaves. Combine all ingredients and mix them well. Shake before using.

## SWEET AND SOUR DRESSING

½ cup oil      1 tablespoon minced watercress  
½ cup red wine vinegar      1 teaspoon powdered dry mustard  
4 tablespoons sugar      2 teaspoons Worcestershire sauce  
2 tablespoons minced fresh chives      ½ teaspoon freshly ground black pepper  
2 tablespoons minced celery      1 teaspoon salt  
1 tablespoon minced green pepper

Combine all ingredients and mix well. Shake well before using.

## HERBED COTTAGE CHEESE SALAD

1 pound dry cottage cheese      1 teaspoon grated onion  
½ pint sour cream      1 cucumber, diced  
1 tablespoon minced fresh chives      1 green pepper, diced  
1 tablespoon minced fresh dill      ½ teaspoon freshly ground pepper  
1 tablespoon minced fresh basil      1 teaspoon salt  
1 tablespoon minced fresh tarragon

Combine all ingredients. Arrange on a bed of greens. Dressing is optional. Serves 4-6. Suggested greens: Italian parsley, leaf lettuce. Salad is shown above right.

## TOSSED GREEN SALAD

Mustard greens	Chicory	Chopped dill
Swiss chard	Dandelion greens	Tomatoes
Collards	Chopped chives	

Wash greens well under running water. Dry in a lettuce basket or on paper towels. Arrange in a large salad bowl. Garnish with chives, dill, tomato sections if desired. Add French dressing, tossing until leaves are coated but not soaked. Other suggested greens are head lettuce, watercress, spinach, parsley, beet tops or celery tops, Belgian endive, escarole, sorrel and romaine.

## BOUILLABAISSÉ SALAD

½ cup cooked crab meat      ½ cup cooked whitefish  
½ cup cooked lobster meat      2 fresh tomatoes, sliced  
½ pound cooked shrimp, peeled      6 black olives, halved and seeded



COTTAGE CHEESE IS SALAD BASE FOR ALL FRESH GREENS

Break seafood into bite-size pieces. Arrange seafood and tomatoes on a bed of mixed greens. Garnish with halves of black olives, which give color contrast. Serve with classic French or hot-spice dressing. Serves 4-6. Suggested greens are shown in pictures on pages 58 and 59.

## FRUIT SALAD

3 avocados      1 mango, cubed  
½ cup fresh watermelon balls      1 fresh grapefruit, sectioned  
½ cup fresh honeydew melon balls      ¼ cup fresh pineapple cubes  
2 bananas, scored and sliced      ¼ pound red cherries

Peel avocados, cut lengthwise in half, remove pit. Slice into narrow wedges, then push pieces back together to form cups. Fill each avocado cup with a different kind of fruit. When salad is tossed, avocado cups will fall apart making bite-size pieces. Fill the salad bowl with mixed greens and arrange the avocado cups in a ring around the edge of the bowl. Place extra fruit in the center of the bowl and garnish with fresh cherries. Serve with hot-spice or sour-cream dressing. Serves 4-6.

## VEAL AND CHICKEN SALAD

½ cup cooked veal, cut in strips      2 medium apples, cubed  
½ cup cooked chicken, cut in strips      6 stuffed green olives, sliced  
(white meat only)      pistachio nuts  
¼ cup sliced celery      1 tablespoon minced chives

Arrange meat (almost any leftovers could be used), celery, apples and olives on a bed of mixed greens. Garnish with chives and a few pistachio nuts. Serve with classic French or sweet-and-sour dressing. Serves 4-6.

## VEGETABLE SALAD BOWL

2 tomatoes, sliced      ¼ cup fresh raw mushrooms, sliced  
½ cup cooked fresh snap beans      Flowerets of one raw broccoli stalk  
½ cup cooked fresh lima beans      2 fresh carrots, cut in thin strips  
1 cucumber, peeled, scored, sliced      1 bunch of radishes, sliced  
1 zucchini squash, sliced      1 onion, sliced

Marinate tomatoes and cooked vegetables in classic French or sweet-and-sour dressing in the refrigerator for at least four hours or overnight. Drain, saving the marinade. Arrange both marinated and raw vegetables on a bed of mixed greens. Serve with the same dressing used for the marinade, mixing the marinade savings with additional fresh dressing. Toss salad well before serving. This salad is particularly good for dieters if made with low-calorie dressing. Serves 4-6.

## CABBAGE SLAW

½ head green cabbage, shredded      ½ small Bermuda onion, chopped  
¼ head savoy cabbage, shredded      2 fresh carrots, curled  
¼ head red cabbage, shredded      3 strips cooked bacon, crumbled  
1 green pepper, chopped

Combine all vegetables. Place on bed of cabbage leaves. Garnish with carrot curls and crumbled bacon. Serve with sweet-and-sour dressing. Serves 4-6. Salad is below.

TO VARY A SLAW SALAD USE SEVERAL KINDS OF CABBAGE



# BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



... and see!

With an open bottle and open mind—judge this different "light-hearted" ale for yourself. Like the many who have turned to Carling's Red Cap—you'll find it "light" as the smoothest beer, yet "hearty" as only true ale can be. Is it better than beer? Only your own taste can decide. Tonight, open a bottle of Carling's and see!



**CARLING'S**  
*Red Cap* **ALE**

© CARLING BREWING COMPANY, CLEVELAND, OHIO





## NO MESSY ICE TRAYS

**Amazing new Servel refrigerator makes ice cubes without trays and puts them in a basket automatically!**

A snack at midnight (or any time of night or day) becomes so convenient when you can pick up one or a dozen ice cubes as easily as picking up a glass. This new refrigerator has no stubborn ice trays to wrestle with. It even remembers to make new ice cubes or IceCircles to replace the ones you've used...and it does so automatically! The

IceCircles are always loose and dry...they never stick together. If you've ever denied yourself a refreshing iced drink rather than battle an ice tray, you'll be interested in seeing the new Servel. You'll probably be quite amazed when you see it in action, because it's truly an amazing refrigerator. You must see it to believe it!



## GAS OR ELECTRIC...

Servel is the world's only refrigerator which gives you a choice of gas or electric models.



Now you can prepare your favorite summer drinks in seconds. Just reach into Servel's full basket of dry, loose IceCircles...take one or a dozen...without struggling with messy ice trays! Servel replaces them as you use them too!

- Large, separate freezer compartment—holds up to 80 lbs. of frozen foods!
- Automatic defrost—completely carefree!
- Adjustable shelves—effortlessly changed!
- Butter keeper—full pound in separate door compartment!
- Door shelves—roomy, wide, convenient!
- Trip-saver handle—opens at a nudge!
- 3 appliances in 1—refrigerator, freezer, ice-maker!

### FUN FOLLOWS THE WONDERBAR!

Here's something that sparks entertaining the year 'round! The Servel Electric Wonderbar®...a portable refrigerette styled as smart furniture. Wherever the Wonderbar is, that's where the fun is...because it makes ice cubes, chills drinks and snacks...and it holds a party-full! Wonderbar belongs wherever entertaining thrives...indoors or out! Porches, patios, playrooms, summer homes and offices are all sporting Wonderbars this year. Of course Wonderbar is at home in every room in the house. And it has dual voltage for switching from batteries to shore current on boats and planes. AC or DC, 12 to 230 volts.



**BEAT SHOPPING DISTRICT TRAFFIC!** If you've been annoyed by those nerve-wracking excursions into shopping district traffic (and who hasn't), you'll be interested in a Servel Electric Freezer. Because Servel Freezer owners do a month's shopping in a day, they spend summer days on the beach, not in hot stores! Servel Freezers are perfect for storing your garden vegetables. Enjoy them the year 'round and save money. In fact, by buying in quantity when prices are lowest you save on meat, fowl, fish and fruit too! Servel's exclusive Cold-Seal Construction keeps operating costs at a minimum. There are chest-type and upright Servels from 9 to 22 cu. ft.



For complete information about any of the Servel products on these 2 pages, find your nearest Servel dealer in the yellow section of your telephone directory or write to Servel Inc., Dept L-719, Evansville 20, Indiana.

## BEFORE YOU BUY ANY air conditioner CHECK THESE 3 best-buys

### ✓ best-buy IN BUDGET MODELS!

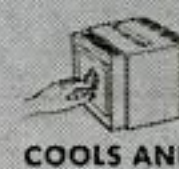
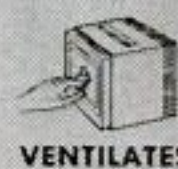
The greatest air conditioner buy today!  
A FULL ¾ H.P. air conditioner at \$299.50\*  
...a price you'd expect to pay for a much smaller unit.  
Packed with cooling power to keep you refreshed during the hot, humid months ahead.  
Extends only 5" into the room.

\*Suggested retail price.

EXTENDS ONLY 5" INTO ROOM

### ✓ best-buy FOR CASEMENT WINDOWS!

At last! An air conditioner for casement windows which requires no installation extras...no window remodeling. Operates as simply as pulling out a drawer. Available in ⅓ or ½ H.P. models.



### ✓ best-buy IN A DELUXE MODEL!

The finest air conditioner made. One single dial controls the "weather" in your room the year 'round. 4-way air diffusion gives draft-free circulation. 'Night-turn-down' provides perfect atmosphere for sleeping. Choose ¾ H.P. or 1 H.P. unit.

SINGLE DIAL CONTROL



SERVEL AIR CONDITIONERS ARE THE QUIETEST...HANDSOMEST MADE!

**QUIET**—Motors float on sound-proof cushions in sound-deadened chambers. That's why they're quiet as a whisper...let you sleep in peace.

**BEAUTY**—Servel air conditioners are truly the handsomest made. They're masterpieces of design.

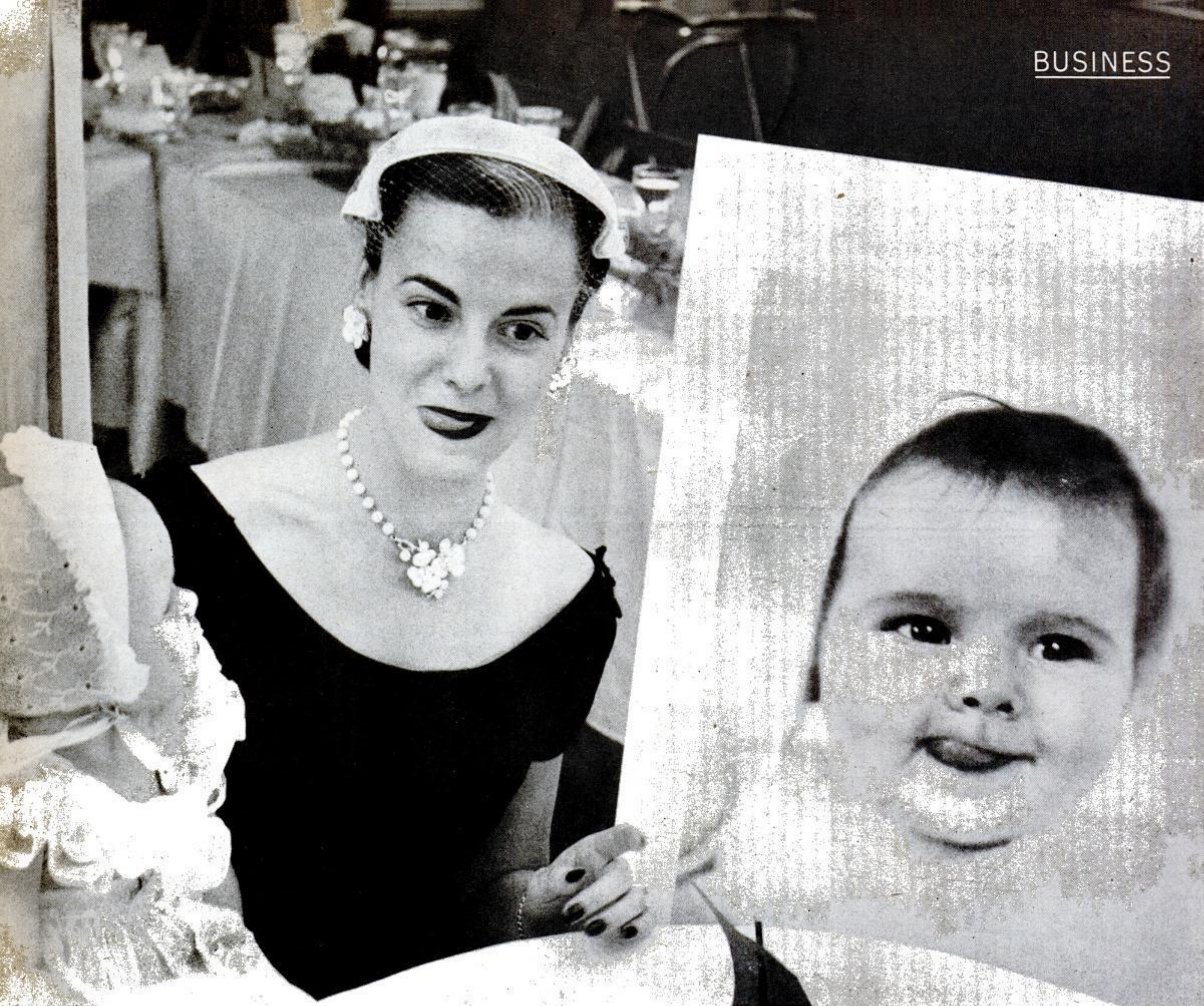
**LOWER COST**—Model for model, size for size, feature for feature—Servel leads them all...and at lower prices.

# Servel

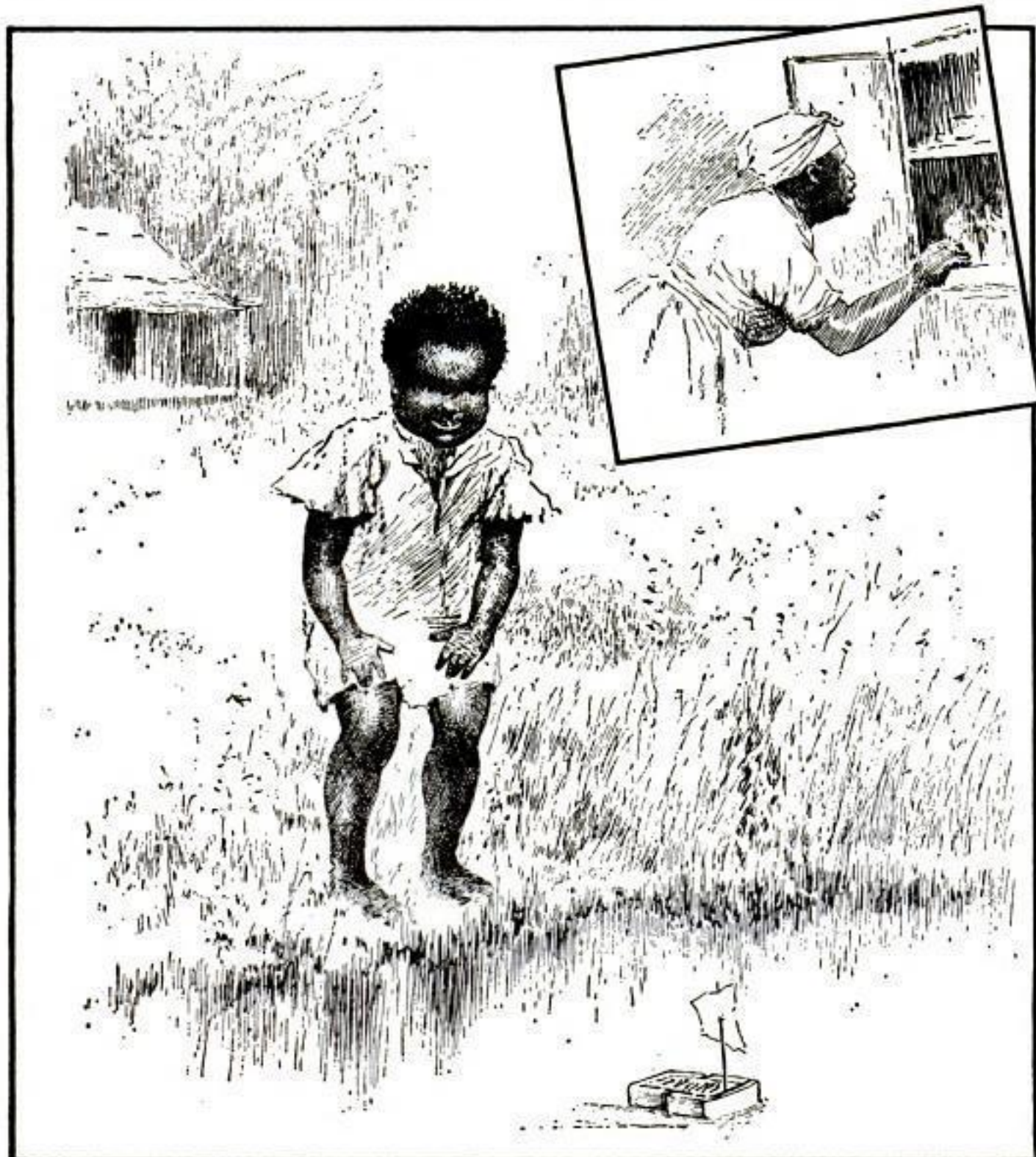
The name to watch for great advances in  
REFRIGERATION and AIR CONDITIONING

Servel Inc., Evansville 20, Indiana. In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario





FIRST PHOTOGRAPHED "IVORY BABY," MARJORIE MUNN, NOW 28, SITS BESIDE HER PICTURE FROM OLD AD. AT LEFT IS IVORY'S LATEST, CANDICE DE GRUCHY



## JUBILEE FOR A SOAP

Floating institution celebrates its 75th birthday

Just 75 years ago in the Cincinnati plant of the Procter & Gamble Co., an obscure workman forgot to turn off his machine, walked out to lunch—and thereby made soap history. His machine, accidentally beating air bubbles into the creamy mixture, produced the world's first floating soap. The company did not learn what its careless workman had wrought until weeks later when dealers kept asking for "the soap that floated." P&G soon began making it under the name of Ivory.

Ivory became not only America's largest selling soap but also a kind of national institution. Through advertising, the "Ivory babies" (above) became familiar figures. Its motto, "99 44/100% pure," entered the language. But it made its biggest impression with the slogan "It floats." It even inspired widespread news stories when, as was bound to happen, Ivory did not float. But P&G, explaining the phenomenon as a cake with its bubbles crushed, points to its record. Of over 15 billion cakes of Ivory made, only seven are known to have sunk.

**SPECIAL USE** of Ivory (left) was shown in an 1891 advertisement in *Century* magazine. Drawing was by E. W. Kimble, first illustrator for *Huckleberry Finn*.

CONTINUED ON PAGE 57



"They warned us about the Alaska Highway..." says T. Y. Arseneau of Beaverville, Illinois



"People who had made the long overland trip to Alaska called it a 'hazardous journey' and cautioned us to take along at least two sets of special heavy-duty tires! My wife and I settled for Atlas Grip-Safe Cushionaire Tires and the famous warranty you get with them.



"In the wilds of Canada we found Atlas dealers ready and willing to back these tires without delay or quibbling.



"But we didn't even have a flat. Our Atlas tires pulled through mud, snow and razor-sharp gravel with enough traction for two cars.



"We had to travel in 'convoys' of 3 or 4 cars to make sure we would have help when needed. Good thing we did — one car in our group had 17 flats!"

**38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE**

\*REG. U. S. PAT. OFF. COPYRIGHT 1954, ATLAS SUPPLY COMPANY, NEWARK 2, N. J.



The famous Warranty on Atlas tires is honored on-the-spot by 38,000 Atlas dealers in 48 states and Canada.



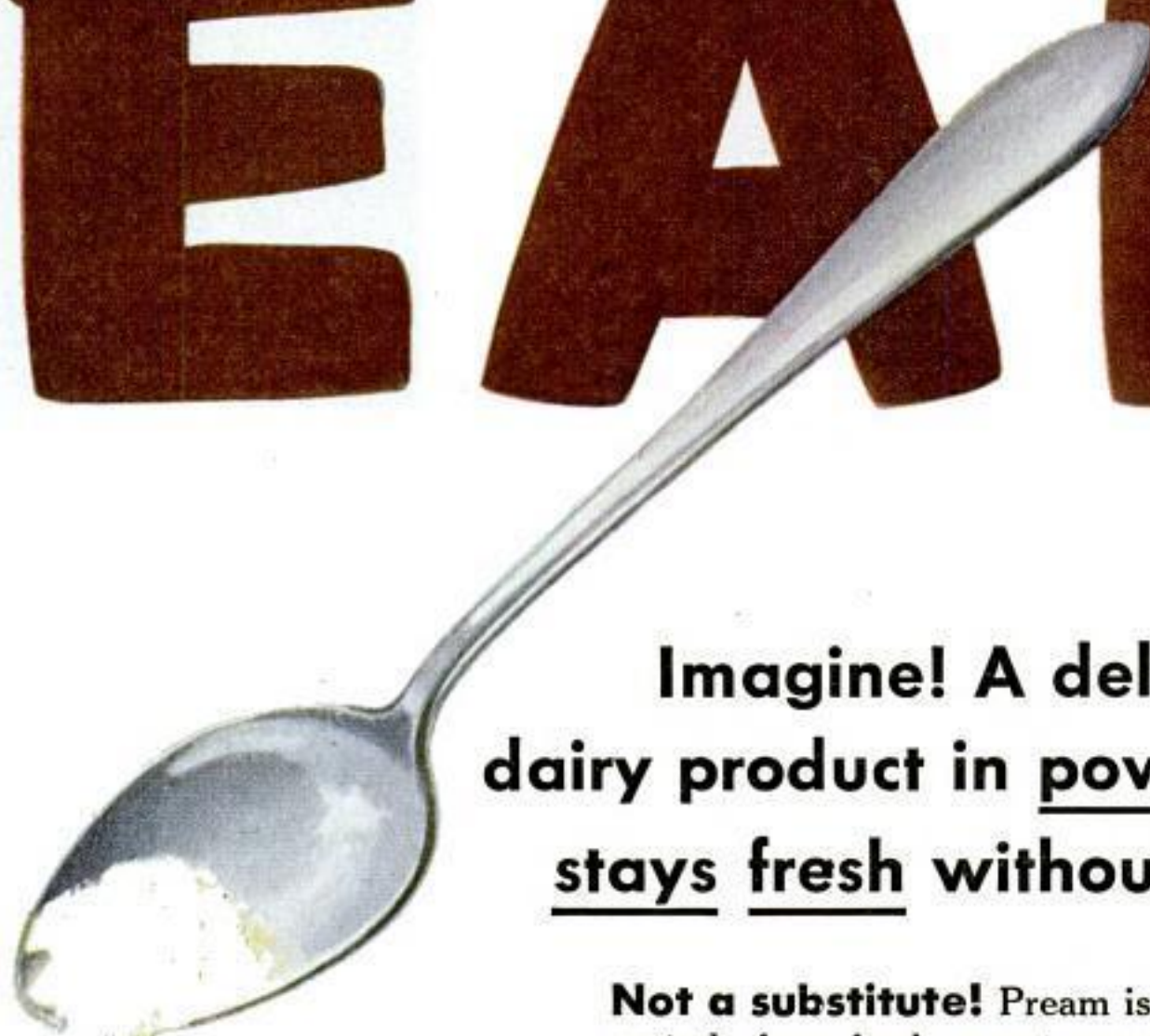
It pays to get tires and tubes that are built for tough use and extra mileage. See your nearest Atlas dealer TODAY.



**New miracle way  
to "cream" your coffee!**



# PREAM



**Imagine! A delicious 100% dairy product in powdered form that stays fresh without refrigeration!**

**Not a substitute!** Pream is a true dairy product—made entirely from fresh, sweet cream and other milk products—powdered for your convenience. *Nothing* is added!

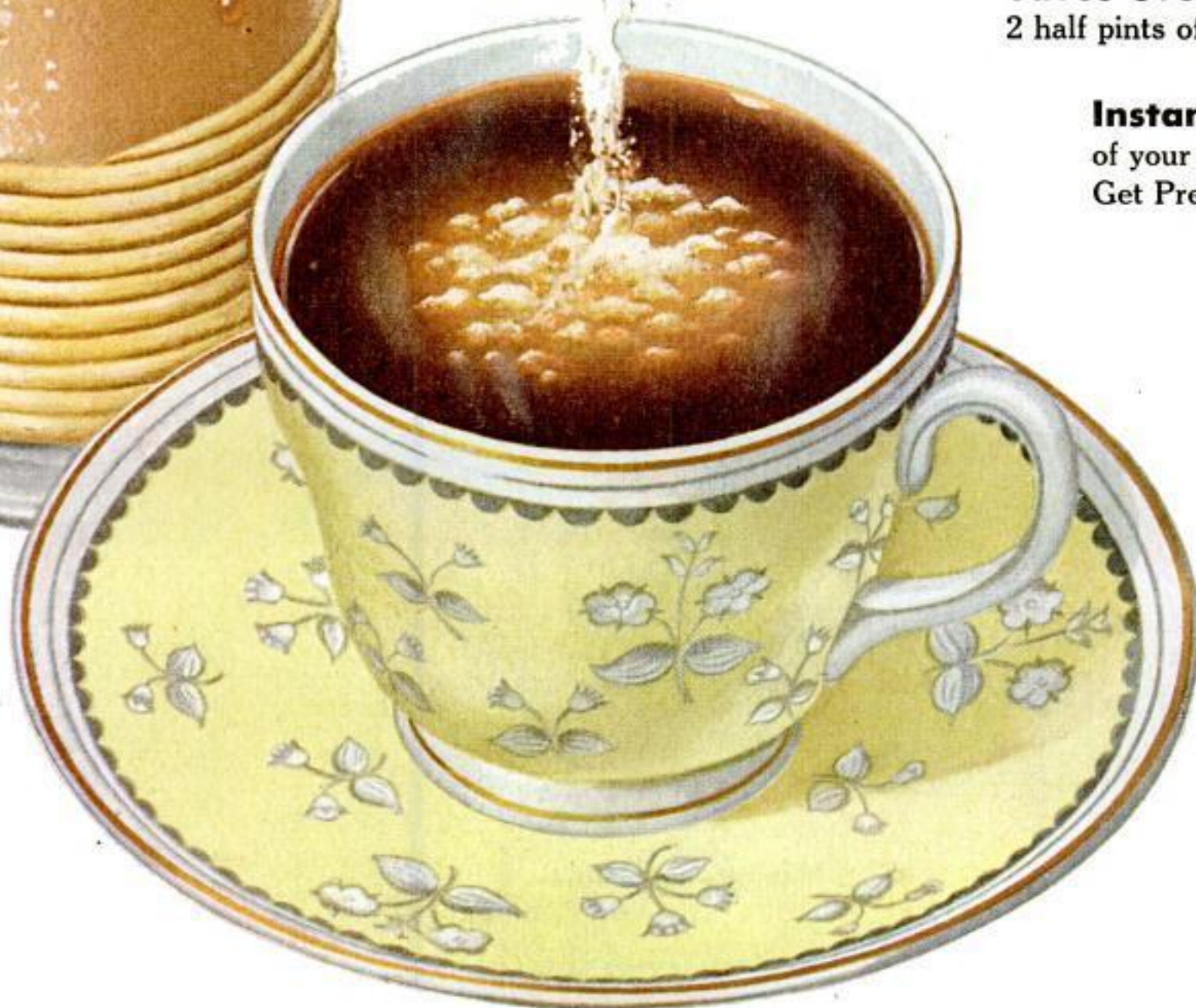
**Never sours! Never "turns."** Because it's in powdered form, you don't have to store Pream in your refrigerator. It keeps indefinitely while sealed! When opened for regular use, Pream stays fresh tasting to the last spoonful.

**Saves over 1/3.** One container of Pream goes as far as 2 half pints of coffee cream . . . yet costs you so much less!

**Instant dissolving!** Just put a spoonful of Pream on top of your cup of hot coffee or tea. Stir to blend . . . and enjoy! Get Pream at your food store today!

**SEND FOR FREE RECIPE BOOKLET**—37 wonderful new short cuts to flavor using Pream! Mail name and address to Sally Ross, Pream Test Kitchen, Box 959A, Columbus 16, Ohio.

**For richer-tasting iced coffee . . .** put Pream on top of hot or warm coffee, *before you add ice.* Pream cannot dilute coffee flavor.

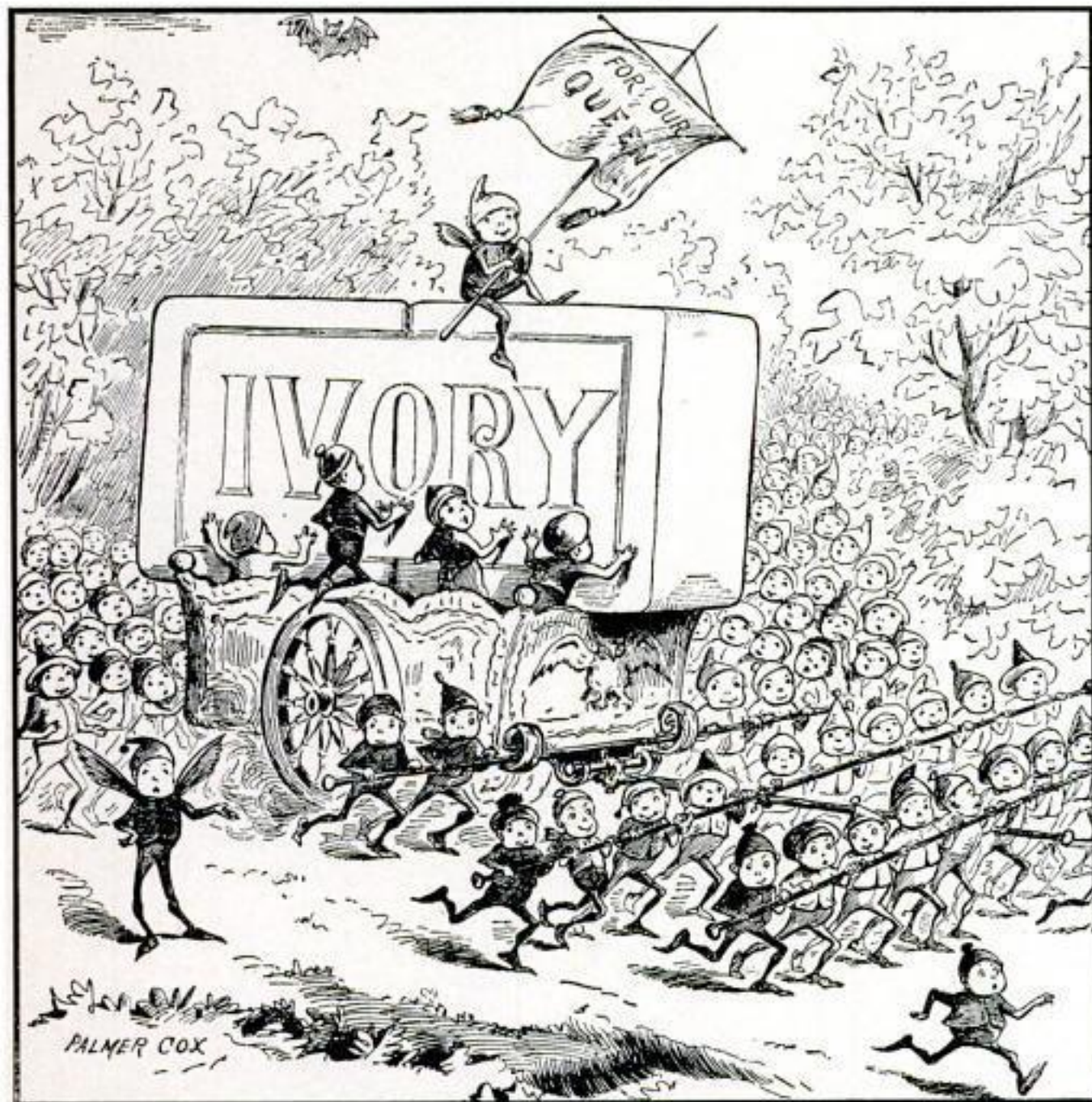


**Iced or Hot—  
the new way  
to "cream" it  
is to Pream® it!**

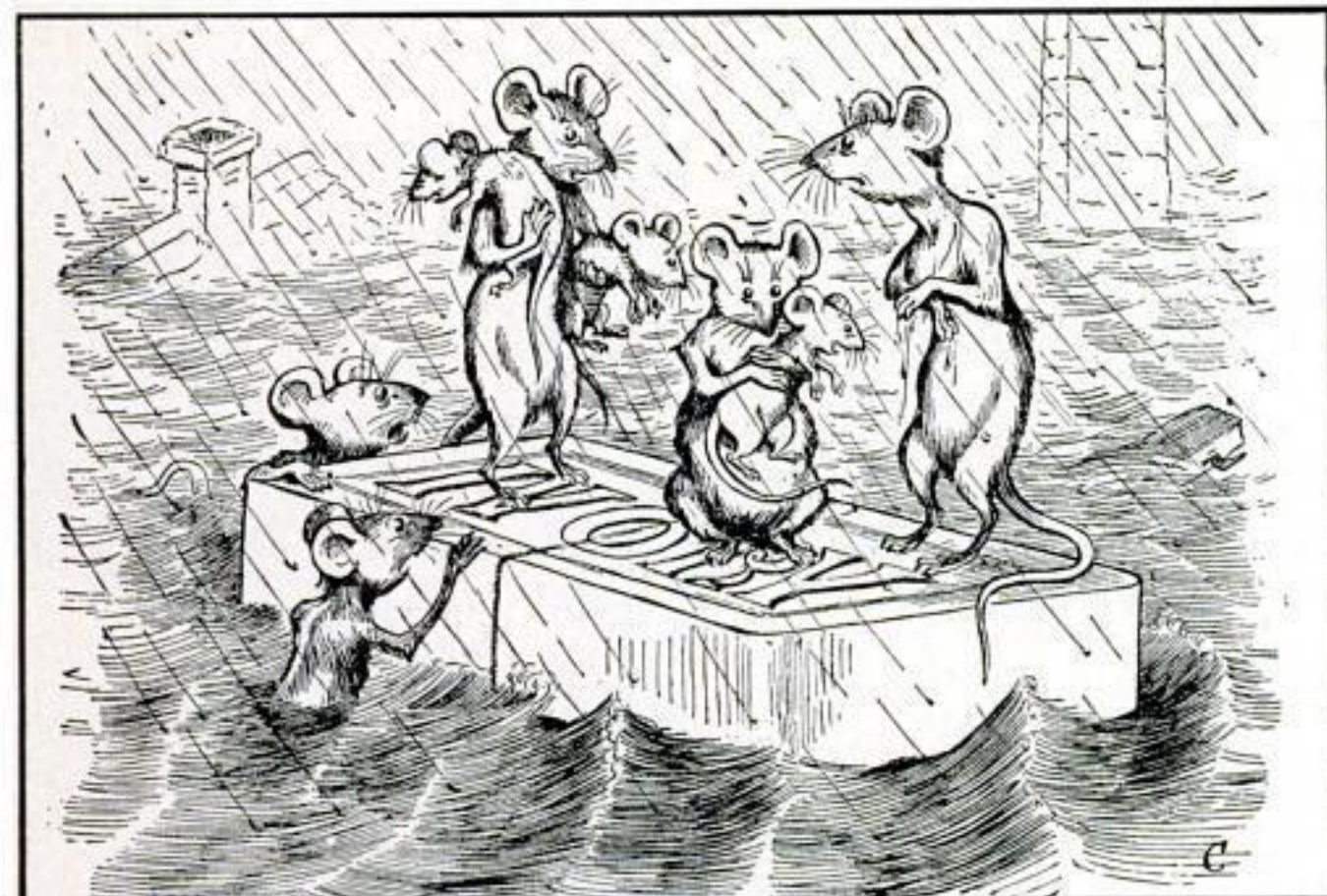
©1964, M & R Dietetic Laboratories, Inc., Columbus 16, Ohio



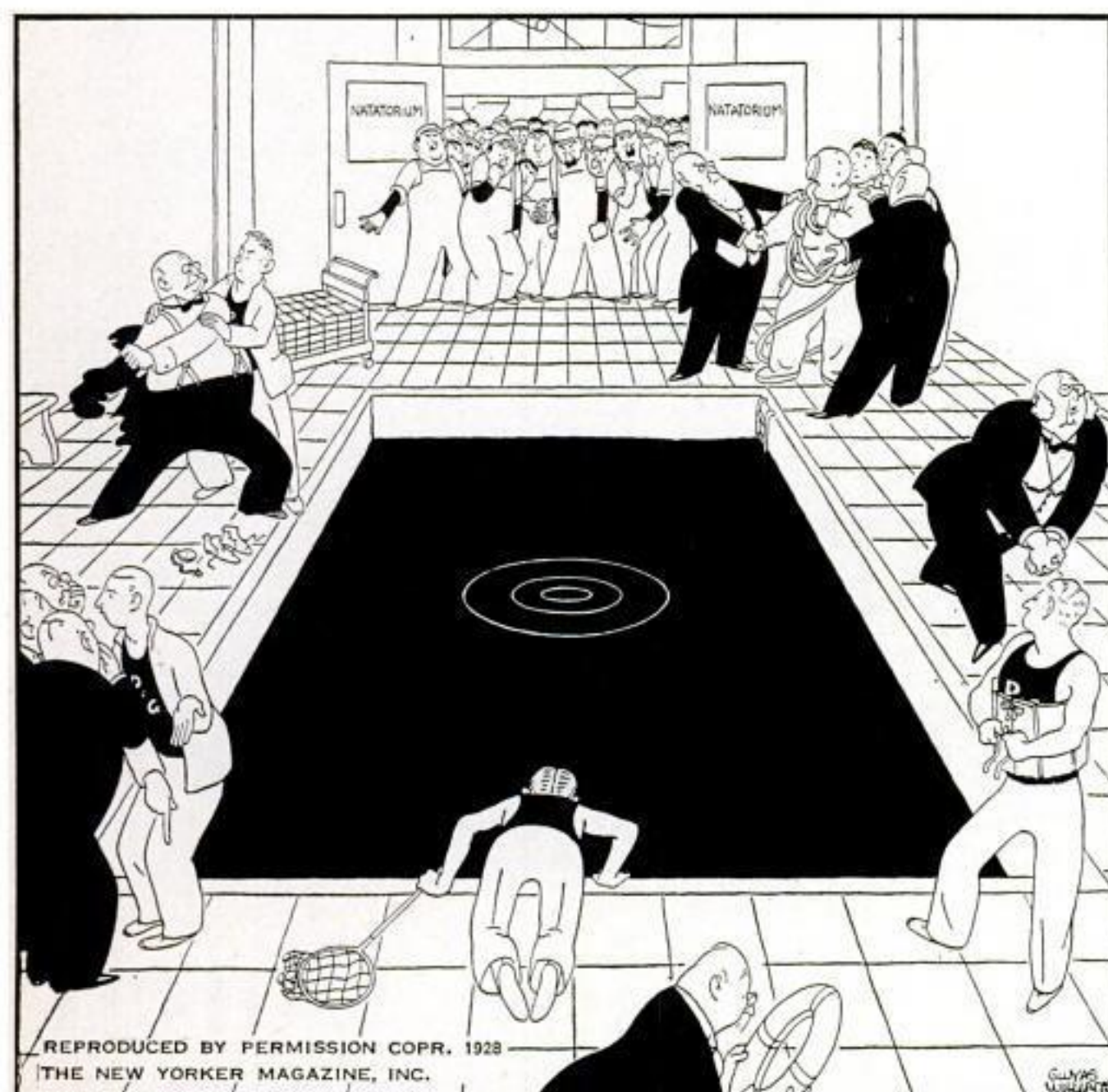




**THE FAMOUS BROWNIES**, subject of many children's books by Palmer Cox, enlivened Ivory ads during 1880s in a regular series of soapy adventures.



**SOAPY SALVATION** led mice in an 1884 ad, also illustrated by Cox, to proclaim Ivory as "the greatest prize when rain descends and rivers rise . . ."



**DISASTER** was shown in 1928, years before first actual recorded sinking, in Guyas Williams' "The day a cake of soap sank at Procter & Gamble's."

## Roughing it

A perfect companion on your vacation is a new self-winding Illinois watch—styled and guaranteed by Hamilton. It's shock- and water-resistant\*; you don't have to baby it while you fish, hike, shoot, knock around camp. And forget about winding it: it'll always be ready with the accurate time. Back in town you'll appreciate your new self-winding Illinois all the more because it's a strikingly handsome dress watch, too.

\*Provided original seal is restored if opened for service

## ILLINOIS Watches by Hamilton

DATOMATIC calendar watch, \$69.95; AUTOMATIC "D", \$71.50. Prices include Federal tax.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. L-28, Hamilton Watch Co., Lancaster, Pa. ©HWC.

# ALLIED

*Life-Long*

**BATTERIES**

**GUARANTEED  
FOR THE LIFE  
OF YOUR CAR\***

WHILE YOU OWN IT

**NEVER A REPLACEMENT COST!**

**FASTER STARTS!**

**BRIGHTER LIGHTS - MORE PEP!**



**DRY-CHARGED and FACTORY SEALED FOR FRESHNESS. NO SHELF DEPRECIATION.**

Made and guaranteed by one of America's largest battery manufacturers, established over 30 years.

**SPECIAL MONEY-BACK OFFER.** Fill out the coupon below and send us check or money order for only HALF the regular price. We will ship your battery prepaid, and instruct your dealer to install it for you at our expense.

Try it ten days. When you are satisfied that ALLIED Life-Long is the finest battery made, send us your check for the balance. If not completely satisfied, return the battery anytime within 10 days and get your money back. Send Coupon Today!

**TODAY'S CARS NEED  
THIS TOUGHER BATTERY.**

\*PASSENGER OR PLEASURE CAR

**\$33.95**

**\$39.90**

for 6-Volt Types

for 12-Volts

(Regular Exchange prices)

**ALLIED BATTERY CORP. of AMERICA**  
55 Rumford Ave., Waltham 54, Mass.  
ENCLOSED FIND HALF PRICE \$ \_\_\_\_\_  
Ship To Me ☐ To My Dealer ☐ (Check One)  
Year \_\_\_\_\_ Make \_\_\_\_\_ Model \_\_\_\_\_  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
MY DEALER'S NAME \_\_\_\_\_  
DEALER'S ADDRESS \_\_\_\_\_  
Jobbers-Distributors, Some territories still open  
Write.





At last! A revolutionary scientific powder that really

# STOPS DOG ITCH

- Destroys Fleas, Ticks, Lice!
- Even Kills Spotted-Fever Ticks!
- Stops Fungus Itch! (worst kind of dog itch)
- Kills Bacteria—Repels Odors!



**DR. A. C. MERRICK**, noted veterinary scientist, discovered that in about 70% of the cases it is a fungus skin infection, and not fleas alone, that makes dogs scratch. SCRATCHEX, developed by Dr. A. C. Merrick, stops *Fungitch* (fungus itch), and kills fleas, lice, ticks on contact. Dogs frenzied from almost never-ending scratching quickly quiet down when dusted with SCRATCHEX.

**WORKS SO AMAZINGLY** because SCRATCHEX combines: 1.—*Mercaptobenzothiazole*, for its spore-killing, itch-relieving action. 2.—*Benzene hexachloride*, a powerful, modern insecticide. 3.—*Hexachlorophene*, to kill bacteria that cause body odors.

## PROVED BY DOG EDITORS

Reported in *THE AMERICAN MAGAZINE* and in *HUNTING & FISHING*

"The scratch powder worked beautifully. One application and no more scratching."  
—Frank Reichstein, Beloit (Wisconsin) Daily News.

"Your powder has afforded my dog real relief from fleas, ticks, and summer irritation of the skin."  
—J. G. Bayly, Covington (Va.) Virginian.

*Dr. Merrick's*  
**SCRATCHEX**  
SCIENTIFIC MEDICATED POWDER FOR DOGS

## ... all in one easy operation

It's no joke when your dog scratches himself into a frenzy. He is in real misery. And ordinary "flea powders" often cannot relieve his suffering. Why? Because medical research has proved that 7 times out of 10 it is not fleas that are the real cause of his trouble, but a serious case of *Fungitch* (fungus itch). This fungus infection, picked up in grass and weeds, causes scratching even when your dog is free of fleas, lice and other insects.

**Flea Powders Fail**—In early stages *Fungitch*, though irritating and painful, often cannot be seen. Thus fleas and other insects are not for the dog's scratching. That's why "flea powders" often fail. They are powerless against *Fungitch*.

**Now You Can Help**—After years of research, Dr. A. C. Merrick, famous veterinary scientist, has developed an entirely new-type medicated powder that stops this painful *Fungitch* (often called "summer itch" or "mange") and kills fleas, lice and ticks on contact.

**Almost Instant Relief**—This wonder-working powder, called Dr. Merrick's SCRATCHEX, brings almost instant relief. Long-lasting effectiveness helps prevent re-infection. Curbs "doggy" odors. Safe for dogs and humans alike.

**Don't Let Your Dog Suffer**—Dust SCRATCHEX into his coat. When he stops scratching he'll lose his jitters, feel better and look better. A single can of SCRATCHEX should keep your dog "scratch-free" and happy for months. Get SCRATCHEX today—at all drug stores and leading pet shops.

**GUARANTEED  
TO STOP YOUR  
DOG'S SCRATCHING**  
or money back  
ONLY 98¢ SEASON'S SUPPLY



## FASHION



FEMININE VERSION OF CREW CUT WORN BY JACKIE DUNNE IS LONGER ON

## Feminine Butch

A SUMMER CUT IS SHORTEST YET

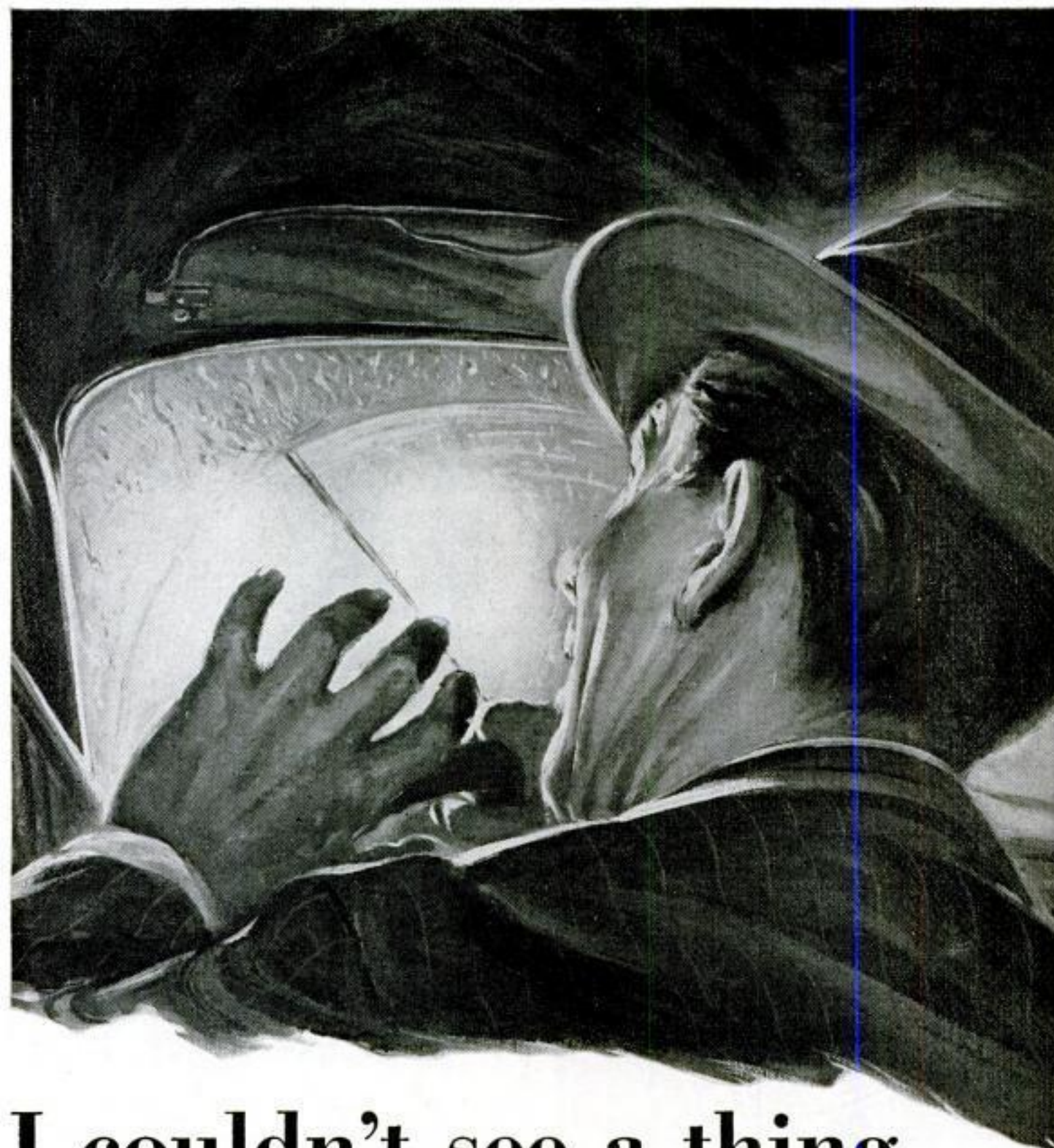




SIDES. THIS WAS DONE BY NEW YORK HAIRDRESSER, MICHEL OF PARIS

What is probably the nadir of the short haircut has been reached by shorn young women who are trying out the male butch haircut for hot weather. Although the style can look feminine on young wearers and is convenient for such midsummer pleasures as swimming and driving in open cars, it has dismayed many males. They will be heartened by word out of Paris that the long glamor girl bob is coming back for fall.

CONTINUED ON NEXT PAGE



## I couldn't see a thing but those lights...

*but my Hartford Automobile Liability Insurance  
saw me through the trouble that followed*

(Based on Company File #NY336KAL2443)

It was Saturday, just before midnight. The rain and fog made visibility pretty poor.

When those lights first showed, I slowed down. Closer now, they hit me full in the face. Too late, I realized I was headed straight at that other car!

A second later we crashed. Everybody in both cars needed medical attention. When my insurance agent got word, he acted fast. The accident was immediately reported through Hartford Night Claim Service.

Early the next morning—Sunday—four Hartford Accident and Indemnity claim service men set up headquarters in my agent's office. Claimants in half a dozen communities many miles apart had to be interviewed. But by Wednesday, settlement of all claims had been arranged.

I was impressed by the manpower assigned to this job. And by the considerate way in which everybody was treated. The service I got couldn't have been faster, couldn't have been better!

Hartford is set up to work fast when you're in trouble.

It makes no difference where an accident happens. Five miles from home—or five hundred—our men can always get to your side quickly.

There are over 15,000 Hartford Fire and Hartford Accident agencies, and 202 Hartford Accident claim offices. Count on them for courteous, competent help any time you need it.

Have your Hartford Accident and Indemnity Company Agent or your insurance broker check *your* insurance today.

*Year in and year out you'll do well with the*

# Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut



## Picture Proof

that Squibb Angle Brushes  
clean your teeth better



Extra slender, flexible bristles of the Squibb "1600" Angle Toothbrush get into tiny crevices, are easy on tender gums. All Squibb toothbrushes are bent like your dentist's mirror to help you reach hard-to-get-at places.



Look for these  
**SQUIBB**  
packages at your drugstore

It is Stopette...

the same famed

deodorant

formula

now in a

creamy

cream

new

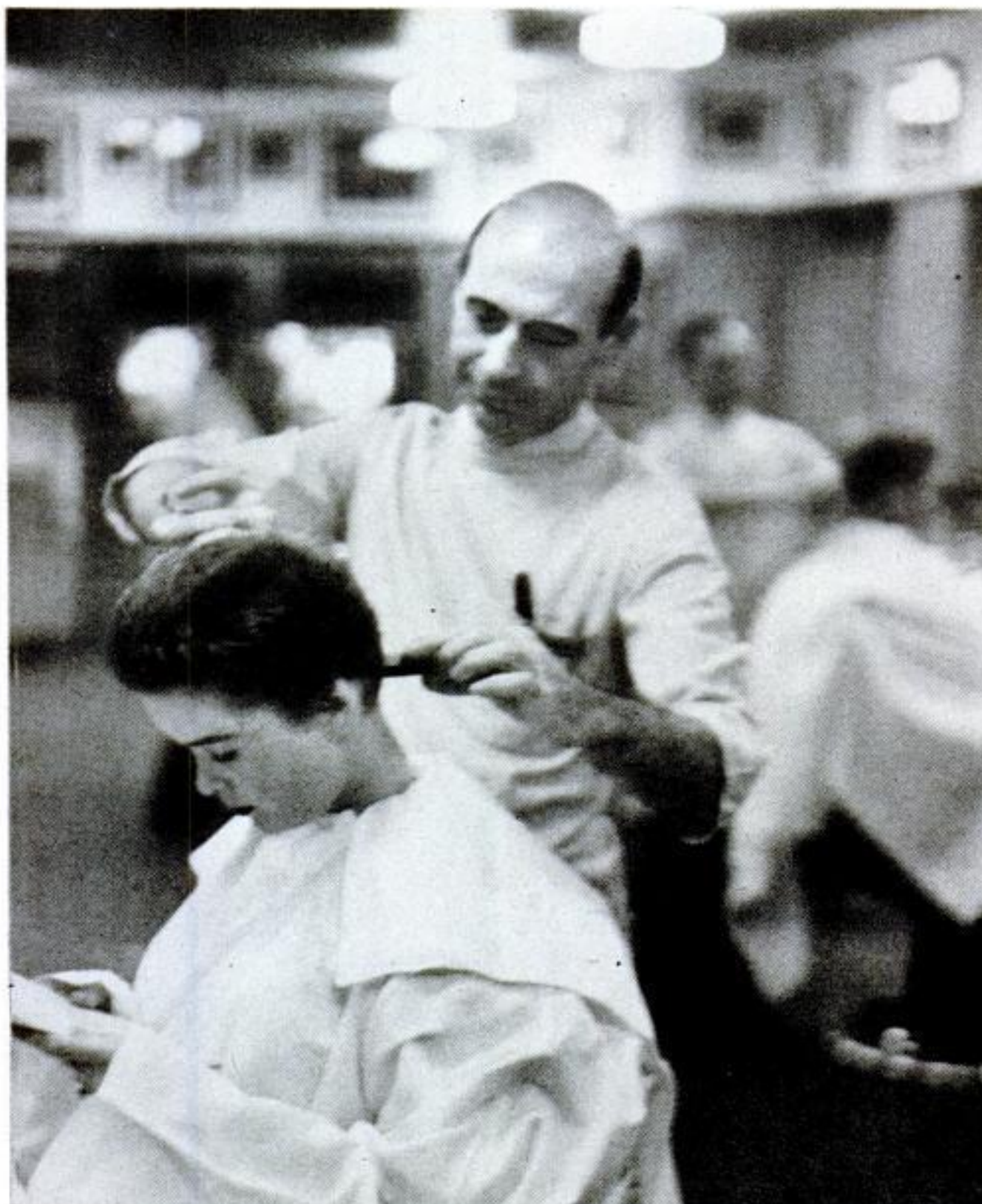
**Stopette**  
**CREAM**

positive deodorant  
and anti-perspirant

In a new swivel case. Just twist up and stroke on this day-long under-arm protection... with Stopette's Anti-Immunity Factor.

JULES MONTENIER, INC. Chicago

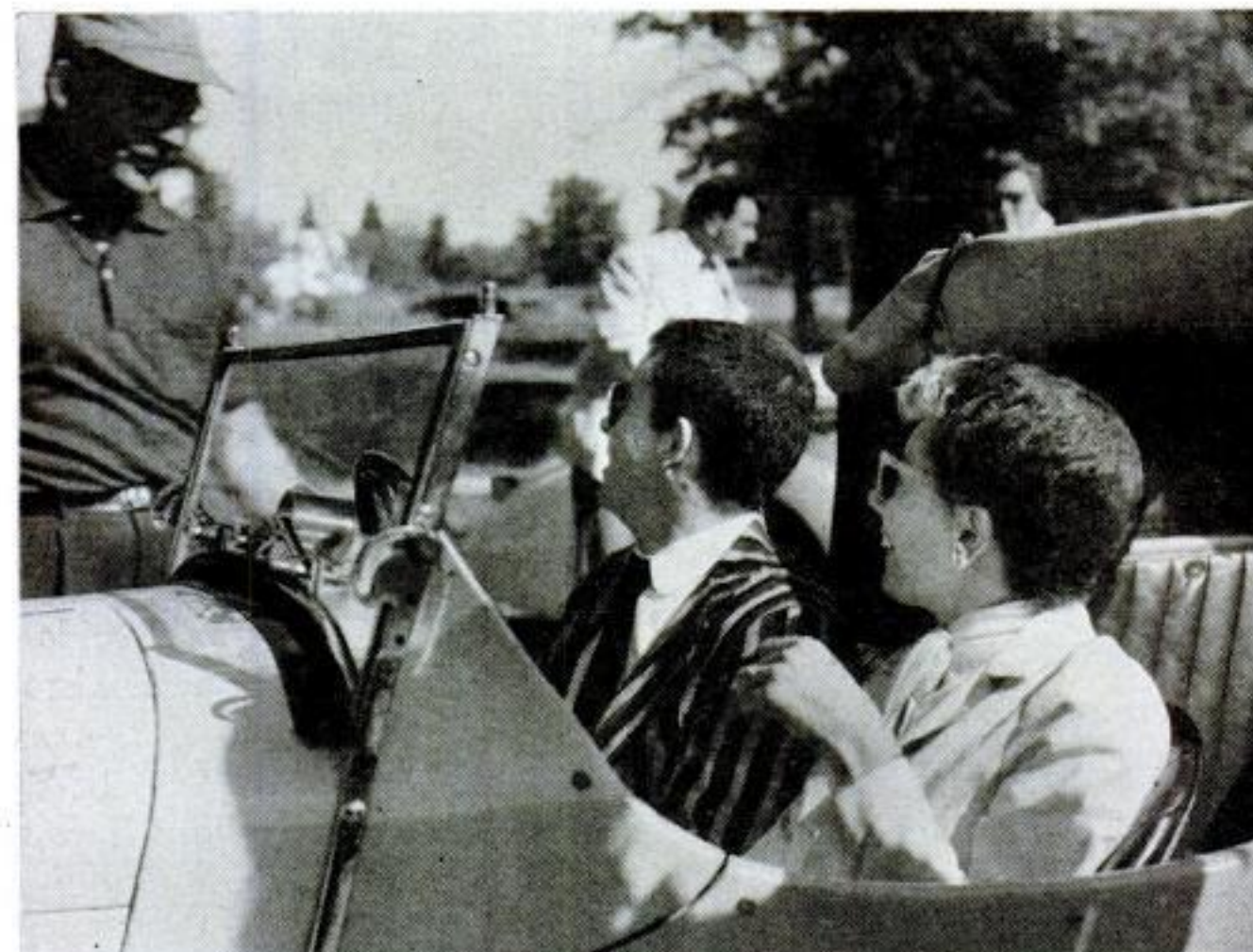
## FEMININE BUTCH CONTINUED



**TOUCH-UP TRIM** at a fashionable man's barbershop in New York costs \$1.25, takes only 10 minutes as against \$10 and 20 minutes for the initial cut.



**APPRAISING EYE** of Jackie Dunne's husband looks over her new crew haircut. Unlike the majority of men, he has decided that he likes it fine.



**TWO OF A KIND**, worn by both Mr. and Mrs. Paul Back, appear unruffled at a recent sports car rally on Long Island. He is flattered by the imitation.



## OUR MILK BOTTLE COMES HOME WEARING TWO CAPS

Says Major L. A. Ballew, Vice Pres.-Gen. Mgr.  
Pet Dairy Products Co., Johnson City, Tenn.

"It's a Pet habit to stand watch over the wholesome purity of a bottle of milk on the way to the table. Our chain of sanitary milk protection starts off at dairy farms, extends to all our dairy plants and ends up with famous double capping Sealright sanitary milk bottle closures."

Look at your next bottle of milk and see if it's getting the protection it deserves. First the regular cap that seals in the milk, then the long-skirted closure that protects the pouring rim of the bottle from outside handling and exposure.



## B I G

"Here I was, nobody much. And overnight I'm a big man. I'm on television. My wife says I've got poise."

And who wouldn't—if he'd just caught a 51-lb. striped bass? Winner and all-time record smasher of the Striped Bass Derby at Martha's Vineyard, Mass., young Jim Walpole kept his date with Fame after two years without even a strike. But like all true surfcasters, he believed—he *knew* that someday, some year, his striped bass was sure to come along.

Fishing (of every variety) is only one of the hundreds of sports you, too, can thoroughly enjoy in **SPORTS ILLUSTRATED**—the lively, literate, picture-packed weekly—the national weekly of sports, to be published August 16th by the publishers of LIFE. For a Charter Subscription at a Special Rate use the handy coupon below:

**SPORTS ILLUSTRATED** 3479  
540 North Michigan Avenue, Chicago 11

Please enroll me as a Charter Subscriber at the Special Rate of \$6 for the first full year (52 issues). Start my subscription with the first issue—and bill me later, after it arrives.

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This offer is good in the U.S. and Canada only



*Nothing better under the sun*

## **FROSTY Forester COLLINS**

So simple to make, so tall and cool... a whisper of frost to soften the heat of the day... Into a chilled glass, pour the juice of half a lemon, then sweeten to taste with about a teaspoon of sugar. The ice cubes come next, then let a jigger of Old Forester trickle slowly over the ice, its incomparable flavor mingling leisurely with the tart-sweet juice below. Fill with carbonated water, stir gently, and garnish with lemon slice and cherry. Then relax with a glassful of coolness.



*"There is nothing better  
in the market"*

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get better flavor  
than ground coffee!

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Get better flavor than ground coffee with new Nescafé... cup after cup! Nescafé is all choice coffee, perfectly brewed, and then transformed into rich gems of Nescafé. Just add water — you get the most satisfying coffee that ever brightened breakfasts! Try it today!



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**BOOSTS  
ENGINE POWER  
UP TO 25%\*  
OVER RESULTS  
WITH  
CONVENTIONAL  
PREMIUM  
GASOLINE!**

\*Laboratory controlled tests in car engines showed increases in engine power output up to 25% when using New Mobilgas SPECIAL as compared to conventional premium gasoline.

# Mobilgas SPECIAL

The Only Gasoline

# DOUBLE POWERED

WITH

**1 Mobil Power  
Compound**

most powerful combination of chemical additives ever put into any gasoline to correct engine troubles . . .

**2 Top  
Octane**

for greatest knock-free power—  
result of the world's most  
advanced refining developments!

Now, in New Mobilgas SPECIAL—Mobil Power Compound, an exclusive combination of chemical additives—has been combined with top octane to bring new on-the-road benefits to every motorist:

**Boosts power up to 25%**—increases gas mileage—improves every car's performance!

**Checks pre-ignition ping.** Mobil Power Compound's amazing additive, RT 125, quells and controls glowing particles responsible for this trouble.

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No other gasoline offers the protection of GLYMONATE, unique de-icing additive developed by Socony-Vacuum.

**Combats gum** which causes automatic chokes and other parts to stick. New additive, RT 200, reduces engine-formed gum—cuts waste of fuel.

Combining top octane and Mobil Power Compound—New Mobilgas SPECIAL gives the greatest protection against engine troubles ever offered in any gasoline.

**There's a Tune-Up in Every  
Tankful—**

**Now at Mobilgas Dealers!**

SOCONY-VACUUM OIL COMPANY, INC.,  
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# THE LONG, LONG ROAD

**New York's Thruway, latest of U.S. superhighways, is put to work**

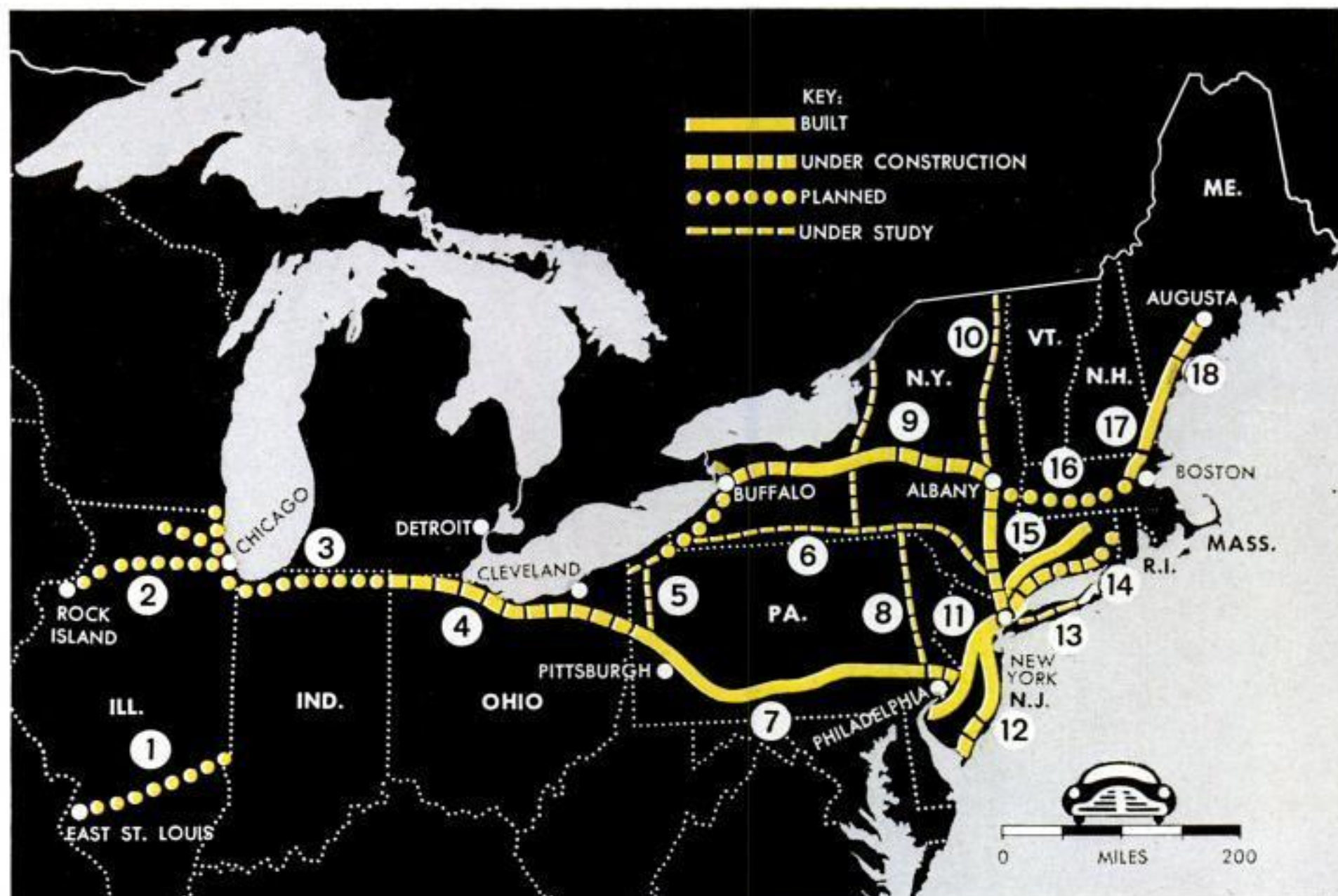
Photographed for LIFE by MARGARET BOURKE-WHITE

Gleaming and graceful, the first 115-mile stretch of the New York State Thruway last week was getting the feel of its future—the steady whizzing of cars and the roaring of trucks. Begun eight years ago, the new road will have cost more than \$500 million by the time its entire 427-mile length is open to traffic next year. The longest toll highway in the world, it will provide the most important new link in the growing network of U.S. super-roads (*map, p. 76*).

The project has been a statistician's dream. Seven million barrels of cement will go into it, and its blueprints, if laid end to end along it, would stretch almost three-fourths of its length. Curves in the road, like that west of Rochester below, cannot exceed 2.05° per 100 feet, grades more than 3%. The builders have been meticulous, specifying even the size of cups of coffee to be served at roadside restaurants (7 oz.) and the weight of frankfurters (1/9 lb.).







**FUTURE NETWORK** of roads will spin out from existing Pennsylvania (7) and New Jersey (11) Turnpikes, New York Thruway (9) and Connecticut roads (15). From West will come Old National Trail (1), East-West (2), Indiana (3), Ohio (4)

Turnpikes, Garden State Parkway (12) and Connecticut Expressway (14) approach New York City. Upper New England will add Massachusetts (16) and Maine (18) Turnpikes to New Hampshire Turnpike (17). (5), (6), (8), (10) and (14) may be built later.

## HISTORIC GATEWAY

The thruway's route, north from New York to Albany and west to the Great Lakes, uses a historic natural gateway. It was first used by early missionaries and pioneers, then by the builders of the Erie Canal and the New York Central. Now, as a key part of an expanding system of superhighways spanning the northeast U.S. (above), the route will speed up transcontinental traffic and provide a long-needed connection between the Midwest and New England.

Acquiring the land for the thruway brought some objections from small towns. But most communities have learned that the big road will help them. Driving times will be shortened (three hours will be shaved from the Buffalo-New York run) and a new tourist business is expected. The commercial benefits will

be tremendous. Already Syracuse is enjoying a boomlet largely because of the thruway, having acquired a new G.E. plant, a GM plating works and a Carrier factory among others. Kingston is getting a new International Business Machines plant, and a new Ford assembly plant will be near Suffern. Local acceptance of the road, in fact, was augured early at a wildlife preserve bisected by the thruway. Builders had worried that the noise would frighten the birds and animals away, but after the bulldozers and road scrapers had been around a while there was not much of a problem. Going about their business by day despite the digging and filling around them, many of the creatures came up at nightfall, crawled in among the machines and calmly went to sleep.



THE SOFT LIGHT OF THE LATE AFTERNOON SUN



**DEAD-ENDED ROAD** near South Chili, too small to merit bridge, is given loops so cars can turn.

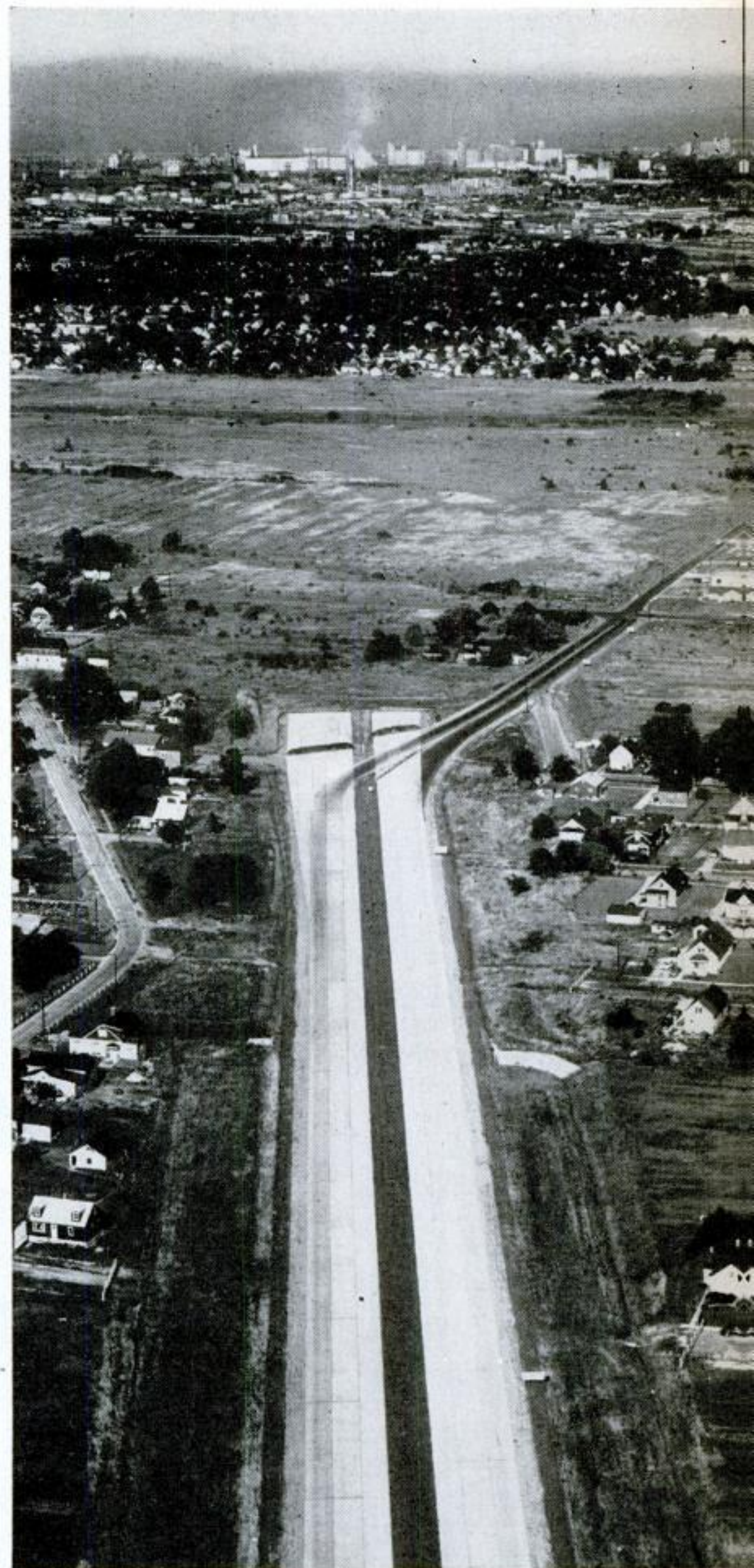


**PARALLEL PIERS** march across Otsquago Creek → where it empties into Mohawk River at Fort Plain.

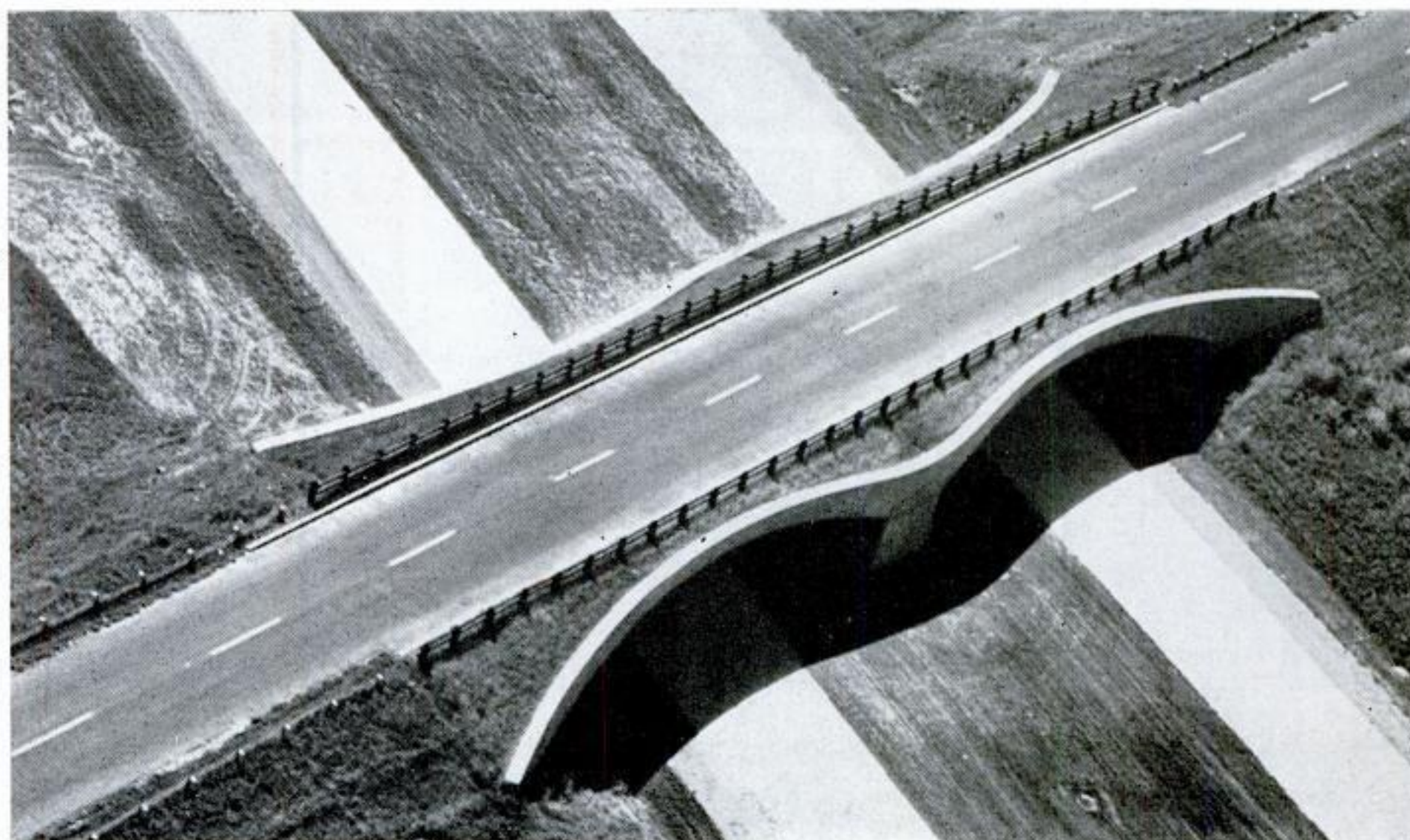
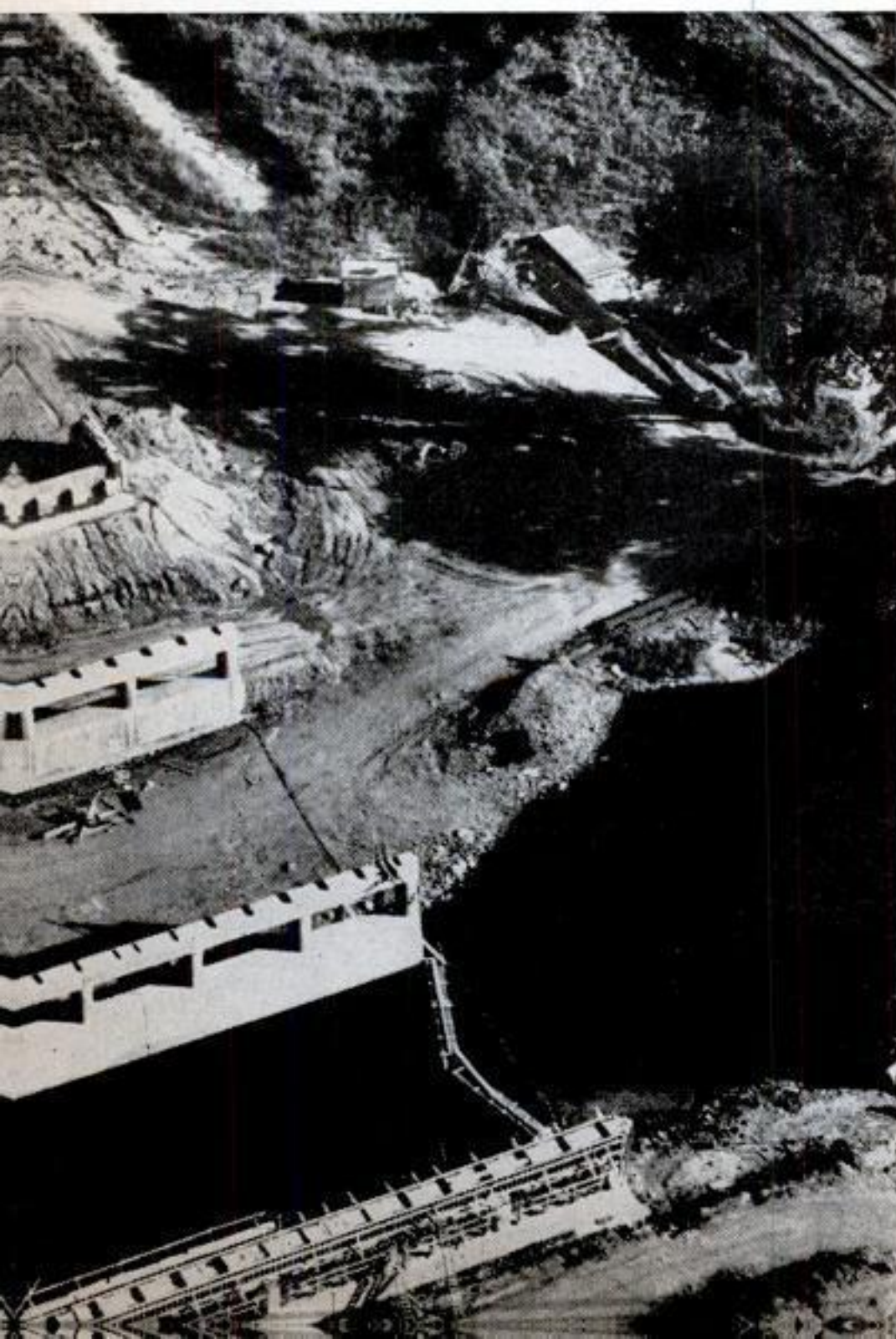




GIVES VELVETY LOOK TO A GOLF COURSE BESIDE AN UNFINISHED SECTION OF THE ROAD NEAR ALBANY



AT WESTERN END road stops abruptly at Buffalo. Later extension will go to Pennsylvania line.



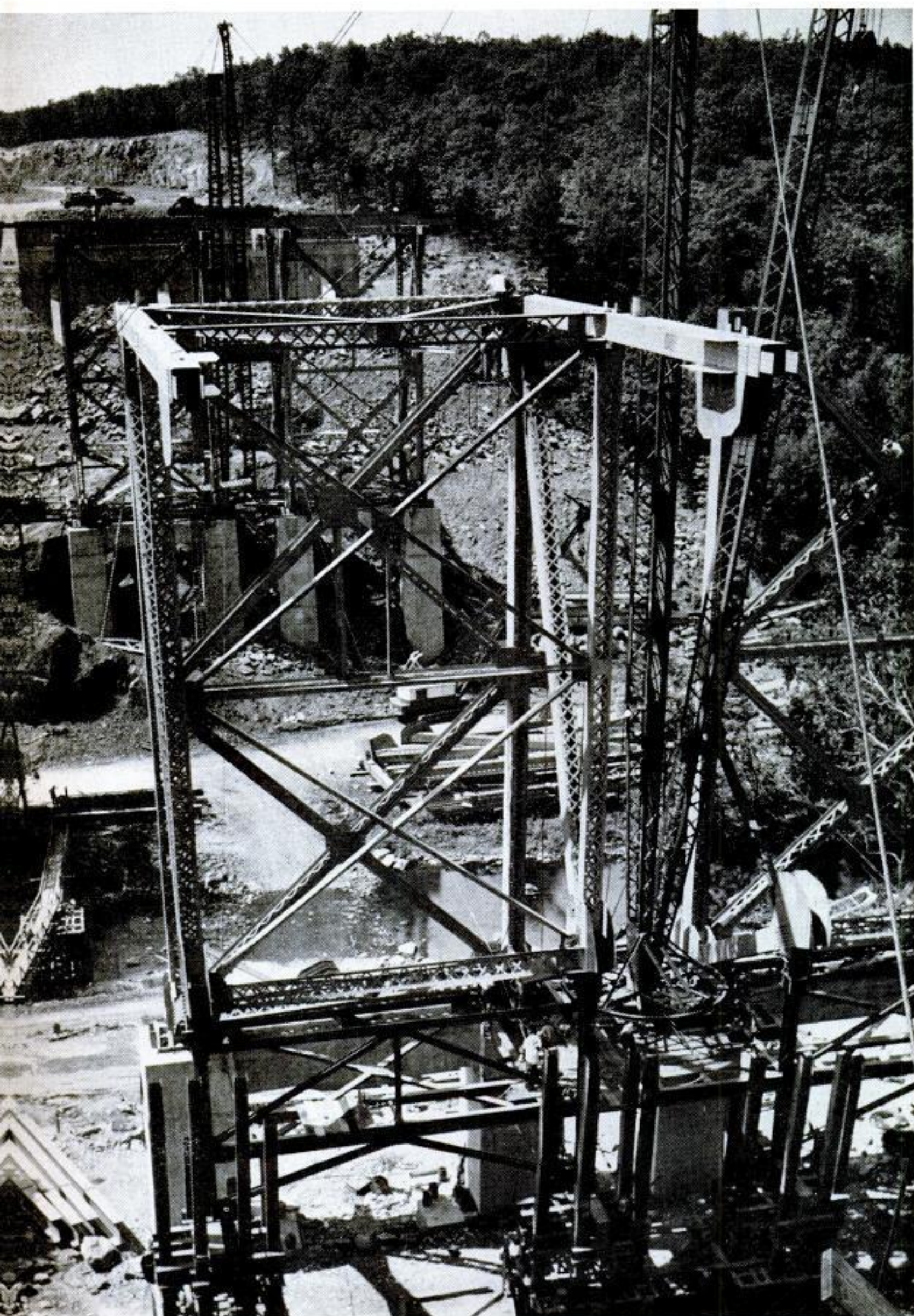
"MAE WEST" BRIDGE near Rochester was an early bridge whose curved railings were designed

for esthetic reasons. But design proved too expensive and the builders developed plainer plans.



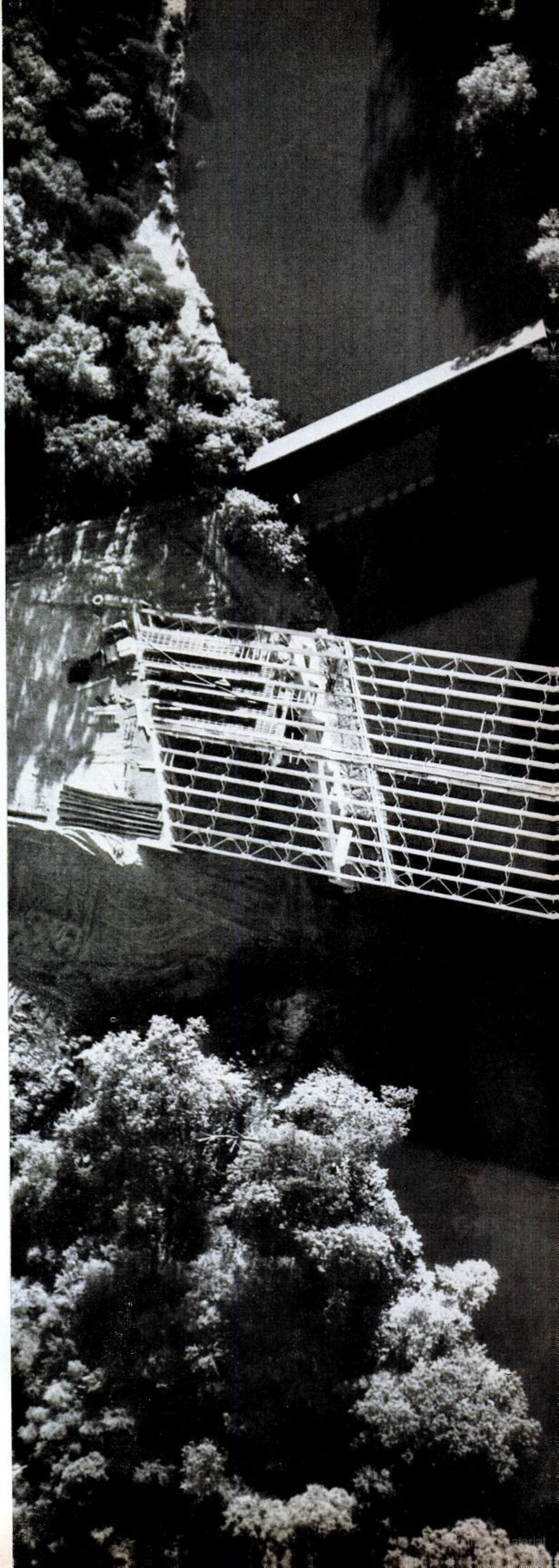


**ABANDONED LOCKS** of the old Erie Canal, unused since New York State Barge Canal relocated canal's route about 1909, sit by the road near Weedsport.

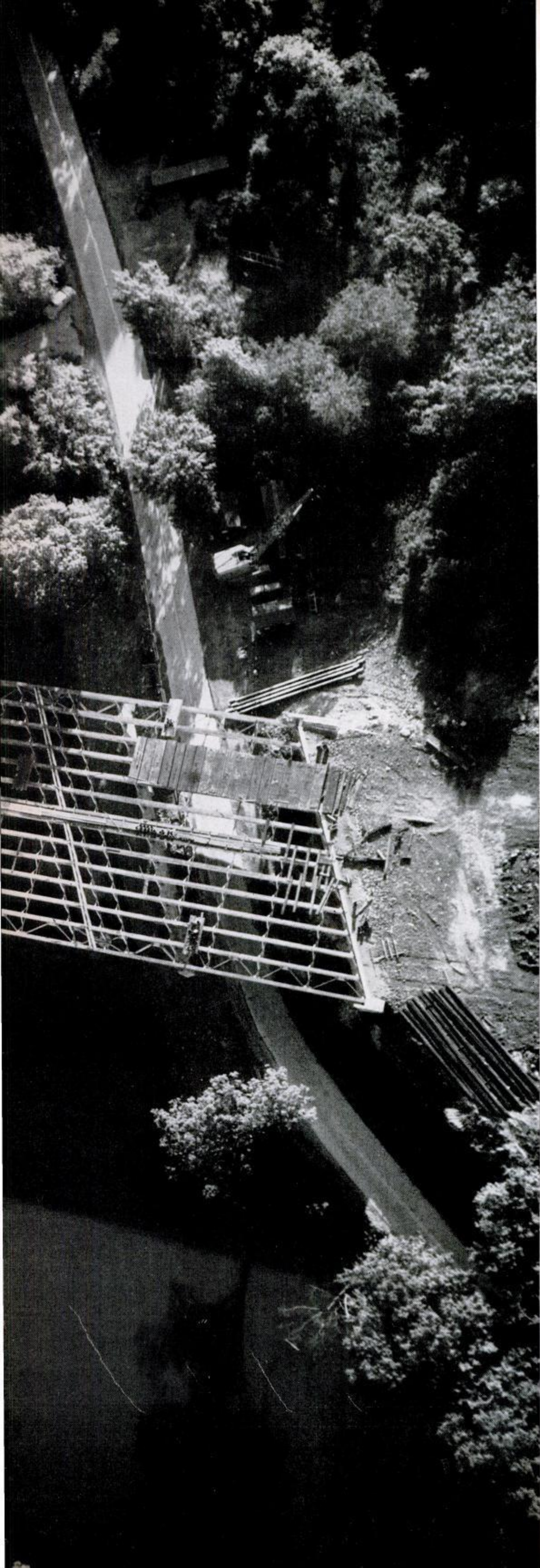


**SPIDERY FRAMEWORK** of a bridge goes up over Kaaterskill Creek near Catskill. Thruway will have a total of 507 bridges, most carrying local roads over it.

**ANACHRONISM**, a covered bridge across the Wallkill at Tillson, will be maintained alongside the new span as a museum piece for tourists thruway will bring.







**SPRAYING GRASS SEED**, a workman scatters fescue, clover, rye grass and oat seeds mixed with fertilizer and water on to the highway's mall near Syracuse.



**FISHING BETWEEN LANES**, a boy stands in Canandaigua Lake Outlet in center mall at Manchester. Where possible, builders have preserved rusticity.



**ACCOMPANYING HOUSE**, Pete Raso of Nyack, who came home from Air Force service to find house sold and moved for thruway, goes with it to new site.





**ACROSS THE SHIMMERING HUDSON** at Nyack, steel and concrete piers are built for the new bridge which will carry the thruway into Tarrytown on its

last stretch into New York City. Slightly more than three miles long, bridge itself will cost \$60 million, its approaches in Nyack and Tarrytown \$11 million more.



# Announcing the Greatest Values in the History of RCA VICTOR Television

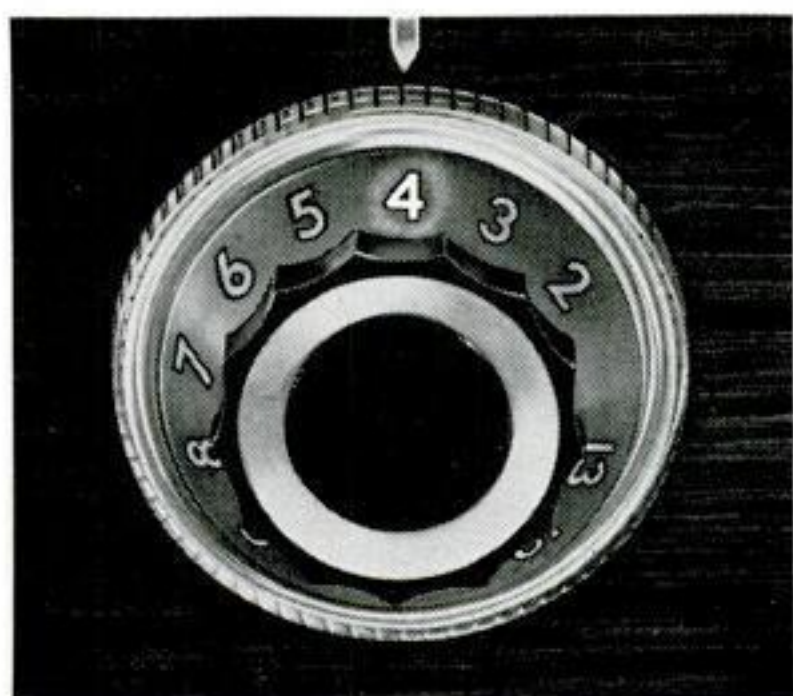
...WITH NEW "ALL-CLEAR" PICTURE...NEW "EASY-SEE" TUNING DIAL...  
NEW "MAGIC MONITOR" CHASSIS...NEW "GOLDEN THROAT" FIDELITY SOUND!

## 212%

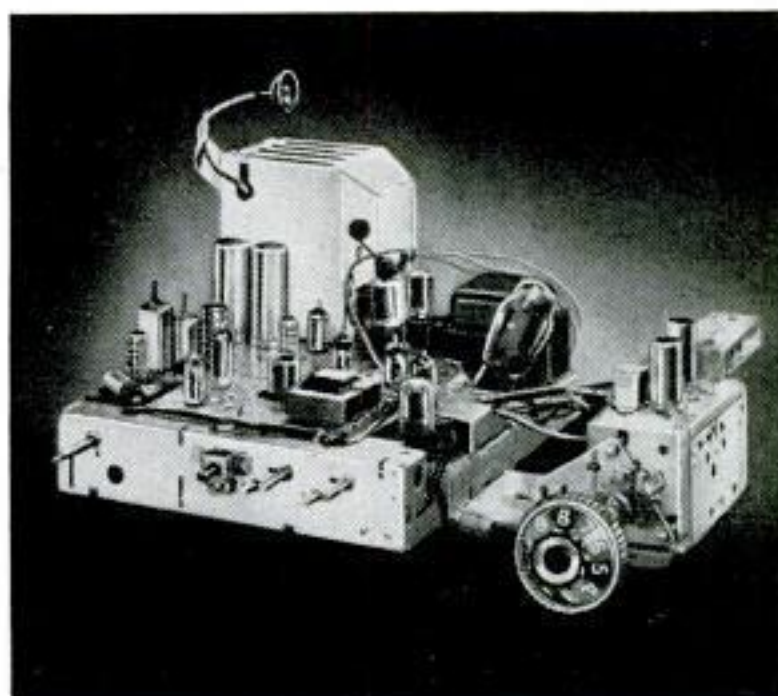
### GREATER PICTURE CONTRAST



Scientific measurements by light meter show an improvement of better than 212% in picture contrast in this year's models. Blacks are *clearly* black . . . whites are *clearly* white . . . in the new RCA Victor "All-Clear" Picture.



**59%** **GREATER READABILITY** in the new "Easy-See" VHF Tuning Dial. Its king-size numbers are visible clear across the room. No fumbling. The new High-Speed UHF Dial (optional) operates 8 times faster than previous continuous tuners.



**15%** **SAVING IN POWER CONSUMPTION**—typical of improved efficiency in new "Magic Monitor" chassis! Automatically ties best picture to famous "Golden Throat" Fidelity Sound, gives finest reception possible even in poor signal areas!

RCA Victor is "Good Neighbor" Television—heavy shielding prevents interference with your neighbor's TV reception!

## \$159<sup>95</sup> TO \$500

Never before so much good news for you in a new RCA Victor TV line. Never before such a wide range of models. *Never before such values!*

**NEW "ALL-CLEAR" PICTURE.** A measurable improvement of 212% in the contrast of blacks and whites. A picture so clear you can take snapshots right off the screen. So well-guarded against glare you'll watch it with pleasure even in a brightly lighted room.

Here's the secret. The RCA Victor "All-Clear" picture tube is aluminized to give you the blackest blacks and the whitest whites you've ever seen on TV. In addition, a dark-tone safety glass kills outside glare. These two features are on all models from \$219.95 up.

**NEW "EASY-SEE" VHF TUNING DIAL** with readability stepped up 59%. King-size numbers are slanted up to meet your eye. No groping or fumbling for the station you want. Exclusive Rotomatic Tuning pinpoints your station *automatically*. (New High-Speed UHF Tuner available at extra cost.)

**NEW "MAGIC MONITOR" CHASSIS** assures "level-best" performance from every RCA Victor. It boosts signals when they're weak, cuts them down to size when they're overpowering, and automatically ties clearest picture to the best sound. You get the finest TV reception possible today...even in problem areas.

**NEW "GOLDEN THROAT" FIDELITY SOUND.** The exclusive RCA Victor balanced tone system gives you new tonal depth and clarity.

**RCA FACTORY SERVICE**, assuring you of expert installation and maintenance, is available in most TV areas—but only to RCA Victor TV owners. Ask your dealer for full details.

And ask him to demonstrate the new TV features described above. Before you buy... before you pay... see and hear RCA Victor.



**NOW TURN THE PAGE AND  
SEE 11 OF THE NEW MODELS**



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for top value.



A 21-in. "Medalist 21," 21S501, \$199.95 B 21-in. Consolette, 21S517, \$249.95 C 21-in. Wister, 21S525, \$299.95 D 21-in. Trafton, 21S518, \$279.95 E 21-in. Gaynor\*, 21S548, \$399.50 F 21-in. Benson, 21S522, \$339.50

**T**O SEE what's new and beautiful in TV sets—to see the greatest RCA Victor values of all time—just walk through the door into your RCA Victor dealer's showroom.

See smartly styled new models from \$159.95 to \$500. No matter what you decide to pay for your set, no matter what style you're looking for, you can be certain that RCA Victor dependability is built into every tube and circuit in its chassis—into every inch of its cabinet work. You get the famous quality that makes *more people buy RCA Victor than any other television!* **Lowest prices ever for RCA Victor TV.** Ask your dealer about the 17-inch *Trent\**—yours for only \$159.95—and the 21-inch "Medalist 21" at \$199.95! Both—like *all* new RCA Victor TV—have the new "Easy-See" tuning dial, new "Magic Monitor" chassis, new "Golden Throat" Fidelity Sound.

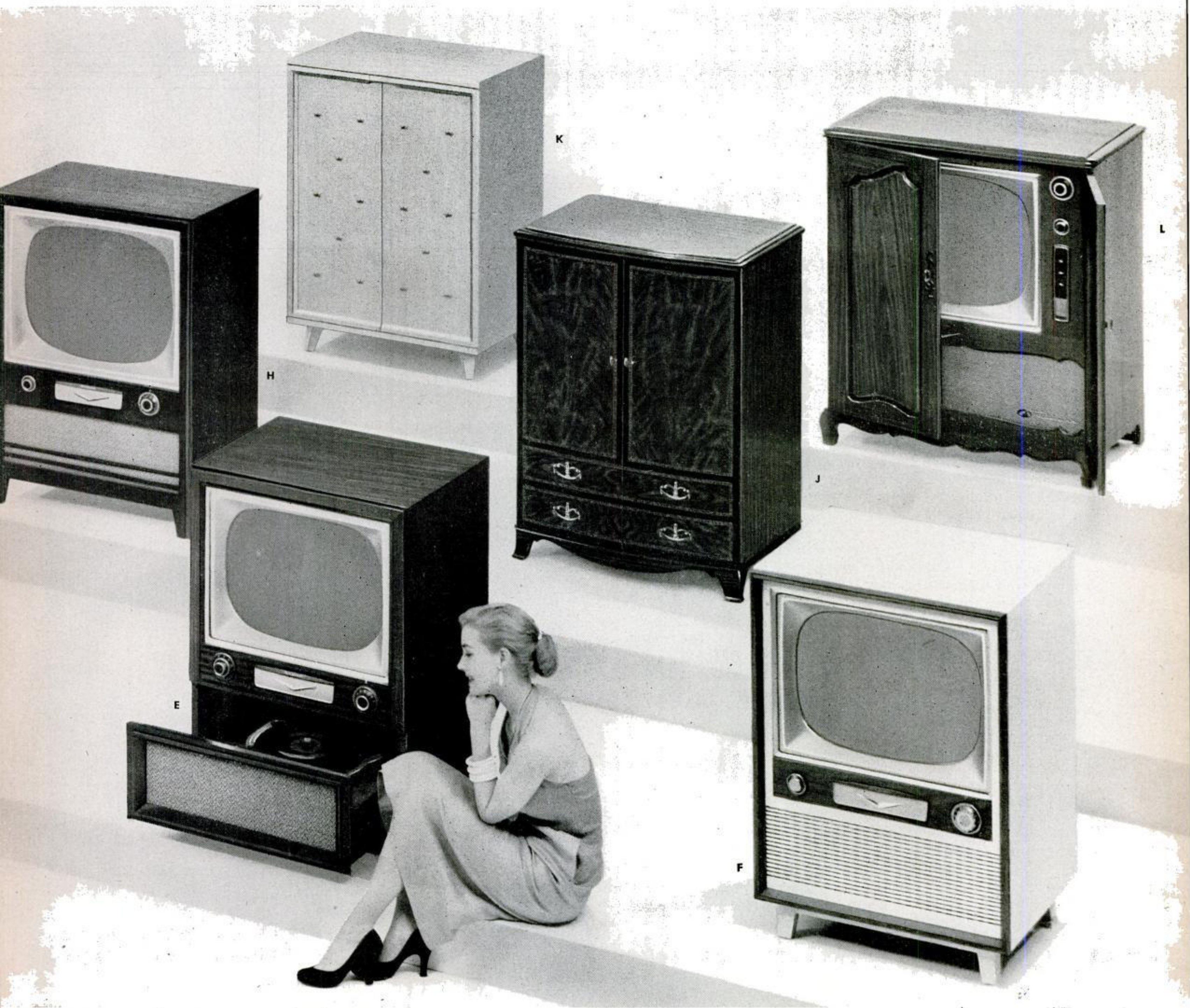
**Great new features—beautiful new cabinets.** In sets like the 21-inch *Consolette* you get engineering advances like the new "All-Clear" picture with 212% greater contrast of blacks and whites. The channel you tune lights up; a phono-jack lets you play records through the TV sound system. In the field of low-priced consoles, the beautiful new *Trafton* is available in both dark and light finishes—the *Benson* in exotic blond tropical hardwood!

**This year's brightest TV ideas!** See the *Wister* which swivels on its base for room-wide viewing—and the *Carrol* (not shown), a swivel model with *three speakers* that surround you with the most magnificent sound you've ever heard from TV. See new "low-boy" models with high-up controls like the *Pickford*—and the *Gaynor*,\* a new kind of TV-radio-phonograph combination ingeniously designed so that the set takes up one-third less space.



# DEALER'S... EXCITING NEW MODELS

peak performance ... at every price level!



G 21-in. Pickford, 21S523, \$349.50 H 24-in. Brentwood, 24S529, \$369.50 J 24-in. Chesterton Deluxe, 24D542, \$500.00 K 24-in. Freemont Deluxe, 24D543, \$500.00 L 24-in. Prentiss Deluxe, 24D544, \$500.00

See **RCA Victor Television Deluxe**—sets like the high-style *Freemont*, modern and exciting ... the stately *Prentiss*, a Provincial masterpiece. Both have giant 24-inch picture tubes. Each has an extra-powerful chassis with extra tubes and extra circuits to give you a fine picture even in difficult areas.

With this wide range of prices and models, you're sure to find exactly what you want—a set that's made to order for you—in the new RCA Victor collection. Before you buy ... before you pay ... see and hear RCA Victor.

\*Available in August—place your order now.

Suggested VHF list prices shown, subject to change without notice. Fed. Excise Tax and full-year picture tube warranty included. Some models slightly higher in far West and South. UHF optional at extra cost. See Dennis Day on the RCA Victor Show, NBC-TV.



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# FOR IMMOBILIZED FRANCE

Premier Mendès-France joins British in hopes for a deal with the Communists.

by EMMET JOHN HUGHES

**A**T a moment when U.S.-British relations are subject to the worst strains they have had to endure since World War II, Britain and France have reached a new high in postwar cordiality. This has occurred because Pierre Mendès-France became premier of France. A hearty Anglophile since his days with a French group flying with the RAF in the last war, Mendès-France has said, "Each day, on each project, on each decision, France and England should concert their actions and associate themselves as much as possible. France and England [can] create together a solid European community. . . ."

The man who spoke these words a year ago was placed in a singularly strong position to translate them into action three weeks ago. The scene was the great marble hall of France's National Assembly. The time was past midnight on June 17. Nine hours of orating and caucusing, plotting and pondering had frayed the nerves of the deputies. At 12:45 the Garde Republicaine solemnly drummed the Assembly president to his high seat on the rostrum. The counting of votes began as the rows of weary parliamentarians slumped on their red-cushioned benches. At 2 a.m. the dry voice of the president proclaimed the result: "419 for, 47 against. Monsieur Mendès-France is invested."

With that laconic pronouncement, Pierre Mendès-France, 47-year-old Radical Socialist deputy from the little Normandy town of Louviers, became the 14th citizen of the Fourth French Republic to try since World War II to bring sense and dignity and strength to the government of France. With the singular, thoughtful calm that had marked his whole day, the young premier wasted not a moment to voice even a word of elation. He decided this was an excellent moment to begin conserving his energies: disposing briskly of a protocol call upon President René Coty, he drove with his wife through the faint predawn light of a Paris spring morning to his apartment, went to bed and with instant efficiency fell into a sound sleep.

Thus there came to a dramatic end the postwar predominance of the Catholic MRP party, whose leaders had served as foreign ministers shaping French policy through 18 different cabinets. There was new life given to the lagging Geneva conference. There was suddenly presented to Soviet Russia and Communist China a Western leader candidly eager to talk peace with them. There was no Frenchman who exaggerated among the thousands hailing their new leader as "The Man of Change."

## The 'contract'

**T**HE change, though long in the making, was finally effected with a planned precision that revealed much of the character of the man contriving it. Days before, when Mendès-France had been called by the president of the republic to try to form a government to replace the one he had so implacably criticized, few Parisian pundits believed he could succeed. He himself never doubted it. When he rose to set forth his program to the Assembly—a stocky, broad-shouldered man seeming, as always, to strain the seams of his dark blue suit—he read his 13-page statement in the matter-of-fact tone of a man knowing that he is talking sense to a gathering long used to nonsense. He pledged three things: "a settlement of the Indochina conflict"; "a coherent and detailed program" for economic recovery; and on the European Defense Community "our allies will have from France the clear constructive answer they have for so long now had the right to expect." To underscore this sweeping appeal, he pledged himself to a "contract": he would produce these results by July 20—within four weeks—or resign.

No program could have been more shrewdly designed to make a hostile vote immensely difficult, but Mendès-France capped it with a show of daring. The Communists had announced their support of him, a kiss-of-death that made even many of Mendès-France's advisers, caucusing after his speech, fear defeat. Imperturbably he shrugged and said, "It is all right. It only makes the fight more interesting."

Returning to the rostrum, he declared he would accept office only if he obtained a majority independent of their bloc. Communist Leader Jacques Duclos, stung by the humiliation, roared, "That's unconstitutional!" Later he sullenly murmured within the hearing of



**FRANCE'S PREMIER** Pierre Mendès-France sits in his study in front of a self-portrait painted by his wife Lily during a visit to the U.S. in 1943. Mme. Mendès-



# 'THE MAN OF CHANGE' CLOSE-UP

Within a few days of self-imposed deadline, his real plans are for the long pull



France has revived her hobby during the long days her husband currently spends at the Quai d'Orsay. This painting is the only decoration in his plain study.

other deputies, "That dirty Jew—we'll get his skin yet." Mendès-France won his majority without being soiled by Communist help.

The overtones of daring and drama in this political performance were merely its outward mark. Its essence was coolly reasoned calculation. Mendès-France did not offer his "contract" with its deadline as a hurried, last-minute piece of political theater. He had considered it for days, finally decided it made sense only a few hours before uttering it. He intended it not merely as a cunning appeal to the deputies but also as a time-limit warning to the Communist nations with whom he proposed negotiating. Nor was it madly brash to spurn the Assembly's Communist votes. Mendès-France knew the gesture would delight all other parties in the Assembly. He knew it would appeal to a U.S. government plainly nervous over his anxiety to negotiate peace in Indochina. He knew he could not very well negotiate seriously with Communist China while depending upon Communist votes in France to hold power. All this was simple common sense, as Mendès-France is a man of formidable common sense.

As becomes such a man, nothing that has happened impresses him as sensationally dramatic. The logic of events has seemed to him clear and inexorable. The fall of Dienbienphu, which heralded the fall of Laniel's government, also marked the end of an Indochina policy of fumbling and failure. Five years ago Mendès-France had told France: "One day you will be forced to call on French conscripts to win the war in Indochina. But by the time you do, it will be too late . . . you will . . . be forced to negotiate." Over the years since then, ever the pitiless gadfly of French politics, Mendès-France has taunted, mocked and warned successive French governments that their elaborate vacillation—on decisions in Indochina, on ratification of EDC, on needed economic reforms—would exhaust alike the resources of France and the patience of her allies.

## ' . . . to remake a nation '

**J**UST one year ago, in another cabinet crisis, when he missed being elected premier by an astoundingly small margin of 13 votes, Mendès-France had captured the attentive respect of millions of Frenchmen with his blunt diagnosis of French woes. Scorning the pretenses of bloated French national ambition, he had snapped, "No country, however glorious in its history, can found its authority on the respect inspired by its past . . . battles won in other days . . . cannot be the coin of our diplomacy." Shunning the despair of French isolationists, on the other extreme, he had said, "Let us have no illusions. No imaginable policy could enable us to escape if, unhappily, a new war were to break out." And with memorable vigor he had stated his vision of the future: "France must limit her objectives—but attain them; establish a policy which is perhaps less ambitious than some would desire—but hold to it. Our aim must not be to give the illusion of grandeur—but to remake a nation whose word will be heard and respected." After Dienbienphu, such a man could no longer be denied.

The impact of Mendès-France upon Paris in this summer of 1954 has not been unlike the impact of Roosevelt and the New Deal upon Washington of 1933. Surrounded by a "brain trust" of independent-minded young politicians, journalists and intellectuals, he has attacked his labors with a dispatch almost unknown to the Fourth French Republic. Within 36 hours of taking office he had his cabinet list ready: their average age a young 47, his 29 ministers and secretaries of state include six Gaullists and two rebels who bolted the MRP to join him. Three days later he briskly announced he was heading for Switzerland to press for his Indochinese peace. The following afternoon saw him on the terrace of the French embassy in Bern, conversing earnestly over glasses of orange juice with China's Chou En-lai.

Back in Paris he redistributed the functions of five ministries of the prior government, put special study groups fast to work recommending action on EDC and the surging crisis in France's North African colonies. Setting up his own working quarters at the foreign office on the Quai d'Orsay—to stress his role as foreign minister rather than premier—he has broken many of the prized precedents of the French foreign office. Functionaries used to meandering to work around 11 a.m. now appear promptly if not gaily at 8:45. Key advisers are situated wherever they are most conveniently near Mendès-France,





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**YOUNG PIERRE** was photographed as a baby with three French ladies, (from left above) great grandmother Fanny Wolf, grandmother Henriette Calin

### 'MAN OF CHANGE' CONTINUED

some in adjoining treaty rooms and some in nearby bathrooms. His protocol-disdaining aides bustle through his office addressing their premier with a casual and affectionate "Pierre."

In all this any suggestion of the youthful days of America's New Deal is no accident. Mendès-France thinks of his regime in such terms, uses the phrase constantly in private conversation, and, as one of his closest advisers remarked, "He has asked me at least a dozen times why I cannot give him a French translation for it." *L'Express*, the weekly which has always been Mendès-France's mouthpiece, now always refers to him self-consciously as "P.M.F." He has inaugurated a series of weekly "fireside chats" with the French people. He has ordered his staff to get him copies of Roosevelt's speeches to study their style. This premier prepares painstakingly for everything he does.

The supreme purpose of such pains today is not merely the diplomatic feat of peace in Indochina. It is a passionate, sustained effort to communicate with the French people, to speak with them over the heads of a parliament that has long since lost their respect, to revive their confidence in their government and in themselves. Not merely idealism but political sense dictates this appeal. Mendès-France knows well the grudging and skeptical spirit in which scores of Assembly deputies voted him his chance at power.

To this unprecedented appeal, the people have seemed to respond warmly. Thankful, hopeful letters from the humblest citizens fill Mendès-France's daily mail. The saddest, most eloquent tributes he receives are bright bouquets of flowers from women of France whose sons and husbands have died in Indochina.

So somber a trust, assumed at so critical a time in the West's whole struggle with the Communist world, would stagger or stun a man of feeble will and confidence. Mendès-France shows no signs of suffering from such weakness. Perhaps this is so because he knows that he has spent so great a part of his life preparing for just such labors.

### The early restless fervor

**A**N only son, Pierre Mendès-France was born in Paris 47 years ago. His father, a women's dress manufacturer, was not wealthy, and Pierre attended Paris' public schools, learned to play the piano, shun athletics, read and study with the kind of zeal that infuriates schoolmates. Largely under the influence of his devoutly orthodox Jewish grandmother, who doted on the brilliant youngster, Pierre became himself fervently religious. The interest in religion passed, but the mark of a restless fervor remained.

Study now summoned all this fervor. Pierre graduated from the *lycée* before he was 16 to rush on to simultaneous courses at law school and at the University of Paris' Institute of Political Studies. At 21 he passed his examinations to become the youngest lawyer in France. With the blessings and respect of Paris' Radical Socialist leaders, Pierre next year moved to Louviers in Normandy, there to practice law and prepare to run for the Assembly in the elections—three years hence. He grew a mustache to look older.

Then as now he had a special faculty of inspiring a small band





and mother Palmyre. At 5 he leaned casually on his hoop for another family album picture, and at 18 he strolled the boulevard with sister Marcelle.

of devoted followers to frenzied labor. In 1932, at the age of 25, he became the youngest deputy in France and also found time to make a brief trip to the Soviet Union. Next year, when Pierre married the beautiful and rich Egyptian-born Lily Cicurel, the rise of the young political star was signalled by the presence of two cabinet ministers, Edouard Daladier and Georges Bonnet, as witnesses at the wedding.

In the next half dozen years he wrote extensively on economics, practiced law, drafted a history of Germany and won election as mayor of Louviers, an office he still holds. At times Mendès-France has felt his mind strongly drawn from national politics by the imagined attractiveness of a life teaching economics and presiding over the local affairs of Louviers. "He has often said," a friend related last week, "that the frenzy of national politics seems too barren of real result. At least in Louviers, when the mayor decrees the main street to be oneway, he can look out his window the next morning and be sure it has been done."

But his stride on the national scene never seemed to be broken by such vagrant reflections. In the Paris of 1938 the shadow of coming war was lengthening and Léon Blum was forming his second Popular Front government. Young Mendès-France was summoned by Georges Boris, a left-wing journalist and economist who was Blum's chief of cabinet. Boris, today Mendès-France's closest adviser and probably his only truly personal friend, last week recalled: "We handed Mendès a tough economic problem and asked his recommendations. He retired for 30 minutes and came back with such a brilliant analysis that Blum made him undersecretary of state for the treasury." At 31, Mendès-France was the youngest government member of the Third Republic. The government itself lasted but four weeks. It fell when the senate rejected the program Mendès-France himself had outlined for economic mobilization to meet the likely war. It was the first but not the last time Mendès-France was to prove sadly right in forecasting future agony for France.

#### 'Desertion' and prison

**W**HEN the war came, Mendès-France volunteered for the air force. The Nazi breakthrough in 1940 found him in Paris on leave. The capital was sick with fear and confusion. His spirit was itself fired with anger against all that he saw around him. Following the government south to Bordeaux with his family, he was sent to Morocco, there to be arrested by the Vichy government. Curiously and characteristically, he had had ample time to escape, but his orderly, legalistic mind restrained him, as he later wrote: "I decided not to let myself be carried away by unjustified violence." He was returned to the military prison of Clermont-Ferrand in central France. Preposterously charged with "desertion," he was sentenced to six years in prison.

He escaped from prison, after plotting with his usual fastidious precision, and spent eight months in the French underground. He then threaded his way over to London. Trained as a navigator, he joined the "Lorraine" group flying Boston bombers over the continent and suffered all the tormenting anguish of a Frenchman bombing France.

Finally summoned by General Charles de Gaulle to Algiers, as

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## Ever been Stood up...



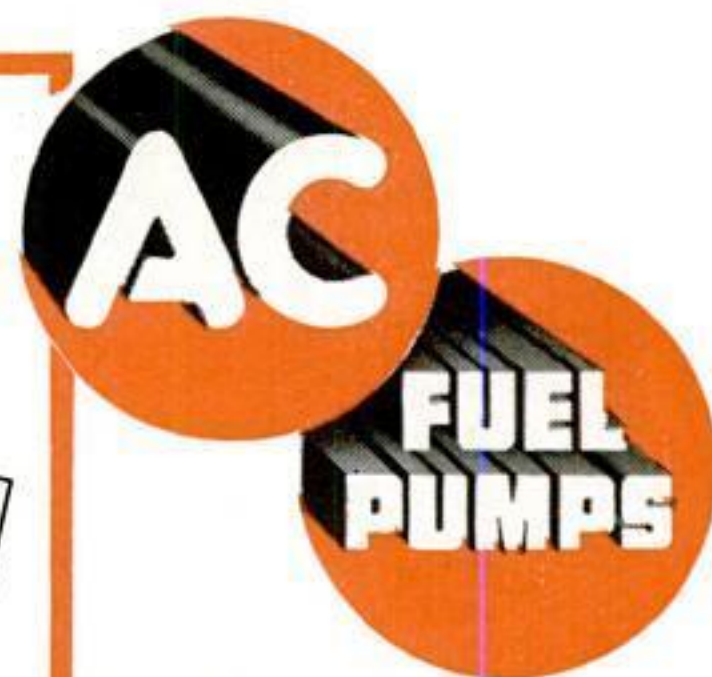
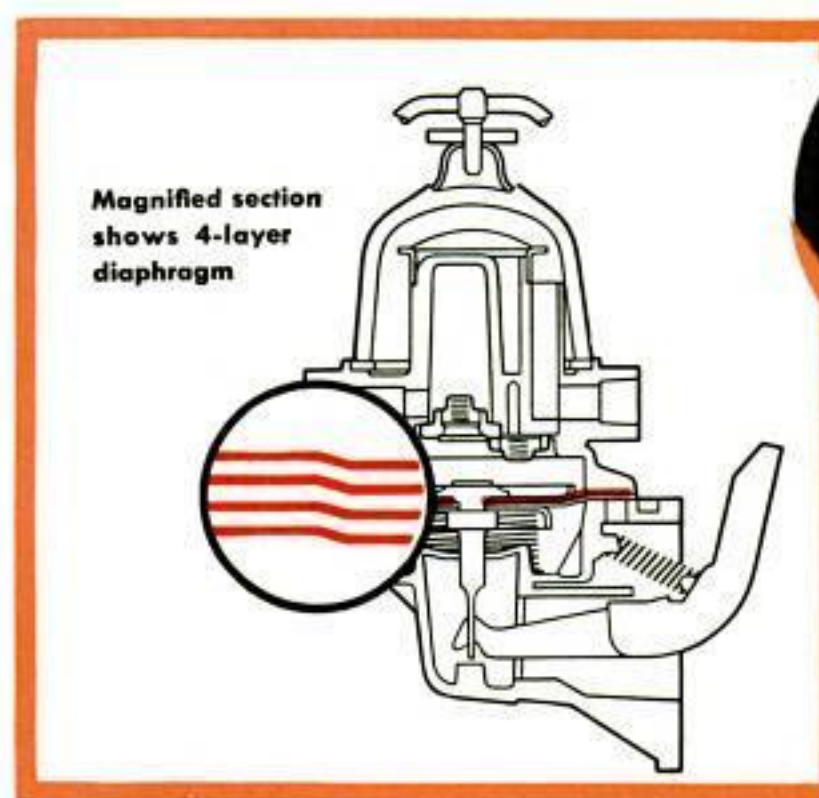
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
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**DEPUTY'S BRIDE** was Lily Cicurel, whose family owns Cairo's best department store. She married the young politician Mendès-France in 1933.

**PREMIER'S WIFE** Lily now adorns the few parties they attend. Opposite she talks with Mme. Coty, French president's wife, at Versailles ball.

### 'MAN OF CHANGE' CONTINUED

minister of national economy in the French provisional government, Mendès-France still proved to be as toughmindedly independent as ever. He fought stubbornly for a harsh plan of economic reconstruction and antideflation measures. By early 1945, when it became obvious that his ideas were not to prevail, he resigned.

Now, without political power or alliances of any serious kind, he was assigned a series of technical missions: head of the French delegation to the Savannah monetary conference in 1946, French representative on the International Monetary Fund and—from 1947 to 1950—permanent French representative on the U.N. Economic and Social Council. Beyond those rather arid chores, he could do but one thing: warn one French government after another of the shadows darkening the nation's future, above all the pitilessly progressing tragedy in Indochina. Such a role earned him the grudging respect of many deputies, the affection of very few.

Through all these postwar years, however, one fact has decisively favored his political fortunes: the shabby character of the regimes he attacked. One after another, French postwar governments have embraced the policy of *immobilisme*—immobilization or do-nothingism. Bobbing, weaving and tiptoeing through the labyrinthine politics of France's fragmented Assembly, they have practiced that extraordinary Gallic political axiom of nothing-ventured-everything-gained.

To appreciate more precisely the appeal of France's 20th postwar premier, one need only look back to his predecessor: lumbering, colorless, 64-year-old Joseph Laniel. He managed to stay in office almost one year without, for example, ever issuing a personal opinion on EDC. He had been summoned to office from the depths of the previous governmental crisis in large measure because his lack of political identity assured a minimum of offense to any conceivable point of view. He clung to office with bovine tenacity, early this June begging the Assembly simply to "note" his Indochina policy, neither approving nor disapproving.

Few mourned the passing of the Laniel regime though some noted that even the manner of toppling it set a sad new precedent in the political antics of the Fourth Republic: not for more than 30 years had even a French Assembly thrown over its government in the middle of a critical international conference.

What manner of man has come to fill this political vacuum? His is one of those personalities—tightly disciplined, thoughtfully ambitious, slightly arrogant—that at first seems most impressive in negative terms. He boasts few friends and few amusements. His one passionate hobby is the tracing of his lineage back to the obscure days when his forefathers apparently were hounded from Spain by the Inquisition. (His theory is that his name grew out of the marriage of a Mendès and a Franco in Spain or Portugal before the 14th Century.) He never does light reading. He does not smoke, does not dance, rarely sips a drink. He never attends a movie, rarely the theater or a concert. Occasional earnest sallies at skiing have brought no rewards but hospitalization for bruises and a





broken leg. No aide or friend recalls his ever exploding in an outburst of anger or joy. He never betrays any nervousness.

A room where a man works often bears the mark of his character, and Mendès-France is fond of working at night in the study of his large but simply furnished apartment in Auteuil. The wall shelves are crowded with highly specialized economic studies, a smattering of other literature ranging from Dante and Anatole France to Adlai Stevenson's campaign speeches. His small, simple walnut desk is stacked with newspapers which, as his wife explains, "no one dares touch or he gets terribly upset." There is but one grudging concession to ornament: a self-portrait by his wife that hangs above his chair.

At work in the Quai d'Orsay, Mendès-France has inherited the elaborate Louis Quinze desk of the foreign minister but has added to the room not a single personal ornament or gadget. Here his round-the-clock workday is taut with efficiency. When tired, he can nap on a couch for a precisely timed 10 or 15 minutes, invariably awaking refreshed and on schedule. A demanding perfectionist, he labors over the correctness of punctuation and paragraphing in every letter. When he records his "fireside chats" to the French people, he is careful always to stand, so his voice will carry better. He meticulously reviews the recordings with his aides, redoing any passage that sounds imperfect.

#### 'Give me a note.'

**S**UCH an executive could easily be smothered by his own fastidious efficiency, but Mendès-France possesses healthier qualities of leadership. He is very slow to make a decision but, having listened patiently to all arguments, he makes it quite alone. Once made, it is final and he wastes no worry upon it. He absorbs facts quickly by scanning memoranda and commonly cuts short verbal reports with a brusque, "Give me a note." His even more frequent injunction to ministers or ambassadors is a crisp "I don't want to know about it"—reminding them to make their own decisions. His brief sermon to all aides goes thus: "You decide. You do it. If you are right, fine. If you are wrong, I shall tell you so only privately."

He lavishes upon problems of the mind, the issues of his high office, all the fond care which he utterly neglects in all material matters. He invariably appears at his office in baggy trousers and ill-matching shirts and ties. And he is one of those men whose powerful appeal to the loyalty of others, an appeal prevailing over all chilliness of manner, comes from the warmth and force of his personal convictions. To those surrounding him he personifies integrity, decency, intelligence, patriotism. "With all these," a close aide asks, "he does not need to be charming too, does he?"

Yet from all this a curious truth also emerges: all these marks etch merely a profile, and millions of the French people really know nothing more substantial about the man who has so quickened their hopes. This was quite accurately pointed out by an MRP deputy opposing Mendès-France's investiture with these dry words: "You have presented us with a frame, a very handsome

CONTINUED ON NEXT PAGE



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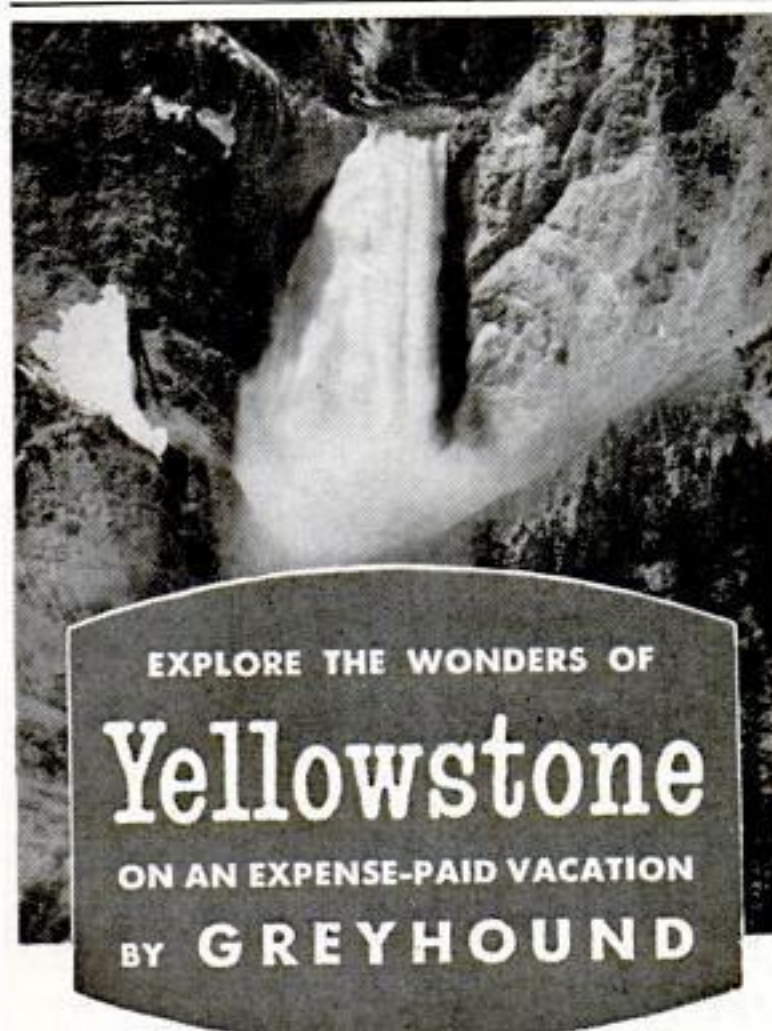
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**GREYHOUND**

## 'MAN OF CHANGE' CONTINUED

frame—but an empty one." Or as a veteran French political reporter remarked last week, "The whole world is wondering what this man is up to, isn't it? Well, so are we."

Such wondering is not strange. The figure of Mendès-France against the murky background of tedious years of *immobilisme*, seems to stand forth in brilliant relief. But standing by itself—for what does it stand?

No one (perhaps not even Mendès-France himself) can give a full answer to that question today. A partial answer, as well as the great lingering areas of doubt, can be seen in all major issues confronting the man.

INDOCHINA. Last week the chief French negotiator at Geneva, Veteran Diplomat Jean Chauvel, reported to his premier that his Soviet colleague had encouraged him by saying, "Do not be too impatient. At Potsdam I remember that we wrangled vainly for weeks, then made all our decisions in the last five hours."

This curious remark has led some of Mendès-France's advisers to fear continuing suspense until their self-appointed deadline of July 20. While most diplomats in Paris expect that Mendès-France will get some kind of cease-fire arrangement, none knows precisely what he will prove willing to pay for it or, more important, how firmly he will stand in the months of negotiating a political settlement to follow.

In weighing this question there was not much assurance in the observation one of his aides made to me this week: "The man, after all, is essentially an economist. He didn't decide about Indochina for any political or ideological reason. This is simply something France cannot afford."

This is also quite close to a certified public accountant's approach to diplomacy.

NORTH AFRICA. These days, while Premier Mendès-France has been getting compliments and bouquets in his mail from thousands of well-wishers, French mailboxes in Casablanca are being stuffed with different reading matter. Hundreds of cheerless nationalist postcards warn: "Casablanca will be another Dienbienphu."

For years now Paris policy on North Africa has fumbled ineffectually to find a navigable course between the demands of native nationalists and the sullen intransigence of French colonials. Mendès-France promptly recognized the problem by creating a special ministry for North African affairs. This salutary action itself, however, suggests little of what solution he may find.

EUROPEAN DEFENSE. While it is easy to mock Joseph Laniel's majestic silence on EDC, the position of Mendès-France himself on all European defense questions has been less than a model of clarity. When the Assembly ratified the NATO pact, Mendès-France was absent and did not feel moved even to cast an absentee vote. On the EDC he has brought both advocates and opponents into his government, assuring the Assembly that he will compel the contending sides to submit "propositions" (i.e., proposed amendments to the EDC) to speed French decision. These "propositions" could either be so restrictive as to sap most of the strength of EDC or they could be relatively minor amendments enabling the Assembly to vote its endorsement by a healthy majority.



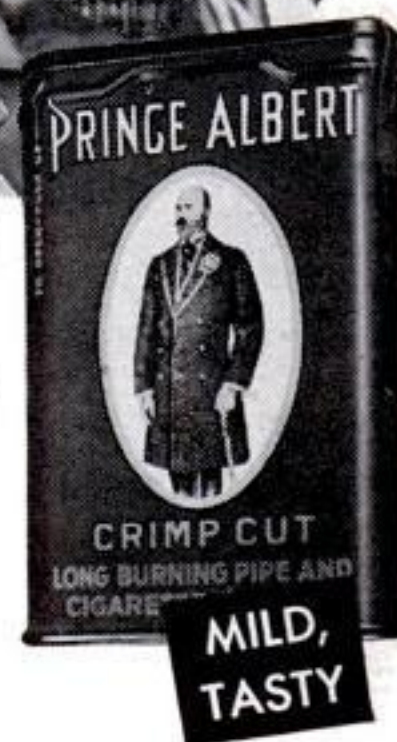
**TOP AIDE** Georges Boris is chief of the staff who call themselves "brain-trusters."



**ABOUT TO LOSE** in try at becoming premier last year, he commented by gesture.



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sure way  
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since their days together in the Blum cabinet of 1938. Over the decades Boris' career has traced a rambling course through economic studies, journalism, book publishing, brokerage firms and the civil service. He was onetime director of the truculently leftist *La Lumière*. His present political views are carefully clouded, as becomes an *éminence grise*. But their general drift may be gathered from his offhand remark to me in a conversation last week: "I am so glad I do not have to worry about American propaganda these days—what with Oppenheimer and Guatemala to explain. Ugh."



**ADVISER** Jean-Jacques Servan-Schreiber calls his boss "P.M.F.," copying "F.D.R."

Perhaps second only to Boris in importance is 30-year-old Jean-Jacques Servan-Schreiber, the bright and personable editor of the weekly *L'Express*. Since *L'Express* was founded little more than a year ago its offices have been serving as the regular meeting place for Mendès-France and his young friends rallied from sundry political parties; today the premises are labeled by many Parisians "The *Express* ministry." Servan-Schreiber serves as Mendès-France's ghost writer and general political counselor. He denies, with a faint smile and still fainter force, that it was he who personally inspired Mendès-France's offer of a four-week "contract" with the French Assembly. Young Servan-Schreiber passionately believes that direct negotiation with Moscow and Peking will produce striking results. As for his weekly: writing

in last week's *L'Express*, Jacques Soustelle, another close adviser of Mendès who is also De Gaulle's top political lieutenant, lashed the "aggression" of the U.S. against Guatemala as an "insensate war of money against liberty" and compared the airplanes that bombed Guatemala (hired, of course, by "Le trust United Fruit") with the Nazi planes that devastated Guernica in the Spanish Civil War.

If all this raises some doubt about Mendès-France's enthusiasm for U.S. policy, he has allowed none to exist about his feelings for Great Britain. Long a regular visitor to the British embassy in Paris, he lunched there with Foreign Secretary Anthony Eden within two days of taking office. Ever since, British Ambassador Gladwyn Jebb has been deluging the British foreign office with glowing accounts of the new French premier. For both parties it is a happy contrast to the experience of Mendès-France's predecessor as foreign minister, Georges Bidault, whom Churchill cordially disliked personally and who writhed in futile anger over British vacillation in meeting the Indochina crisis.

This new-found cordial understanding between Paris and London signifies, of course, much more than personal good-fellowship. In the timetable of Churchill-Eden diplomacy, the hour is at hand for proving the worth of negotiating with the Communist world, easing "tensions" with Soviet Russia and reassuring Red China that it need fear no provocative Western action in Southeast Asia. At such a moment, Premier Mendès-France appears on the French stage on perfect cue.

The drama to be played out in France itself in the coming weeks promises to be tense, exciting and fateful. No matter what settlement Mendès-France is able to negotiate on Indochina, no matter what success may follow in fulfilling the rest of his "contract," even his closest advisers see him surviving in office for only a matter of some months, certainly less than a year. Stripped of the Communist votes cast for him, his initial support in the Assembly gave him a bare majority of 10 votes (just the number of MRP rebels who voted against their party's instructions). Leading a checkered alliance of parties today, he will find it racked with strain if he wins the chance to press his promised program. Tampering too much with the EDC will enrage the MRP and alienate even those members of the party now tolerant of him. Socialists might fight any economic program threatening to clean out the unnecessary functionaries in state-run properties. If he presses too vigorous a tax reform, his own Radical Socialists could turn against him. For these reasons, or any one of a host of personal differences, almost all the Assembly's leaders will, in coming weeks, be quietly expecting, if not plotting, Mendès-France's fall. Nevertheless, whether he leaves office on the expiration of his "contract" or later, the exceedingly intelligent, well-reasoned political campaign he is embarked on will go on effectively long after July 20.

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Mendès-France is too pressed these days to fret over speculations on the future. Rising daily a little after 7, he pores restlessly through a host of newspapers over his English-style breakfast, to the despair of his gay, dark-eyed wife. Within an hour he is off in his official black Citroën with the tricolor cockade, heading for the Quai d'Orsay. The tension of his day in the gilded, high-ceilinged office is highlighted by an average of a half dozen calls to Geneva, an equal number of radio-telephone calls to the French command in Indochina. He lunches on milk and cold cuts at a little corner table, huddled with a few top aides. Work holds him through the dark evening, leaving time at home for only a light dinner.

He has borne such days sturdily, it seemed to me one day last week, lunching quietly with him in his office. The thin lips and strong jaw, the soft and precise speech, the heavy-lidded eyes that seem to shade a sly unspoken humor—all conspire to suggest a man singularly capable of bearing tension, a stranger to panic. He has no worry that his "contracted" deadline placed him in a poor bargaining position with the Communists: quite the contrary, he thinks it served reasonable notice upon them that they must talk reason themselves or face the danger of ultimate U.S. action. He refuses to worry about the hazards his future program may face in the Assembly, and explains simply, "They know our position. If they do not choose to follow, they get a new government." He does not worry that his program is too ambitious to rush into action before summer recess. "It is an advantage to have so much to do in so short a time. If there is success in Indochina, I shall have a great psychological advantage in moving ahead on other fronts. To wait—to delay on an economic program or on EDC—would be to let time dissipate that advantage. So you see, all things fit nicely together just like this."

And he locked the fingers of both hands tightly together and smiled a little.

The kind of unvoiced confidence in that smile comes from deep within the man. He knows the sickening despair that may choke all France if he utterly fails. But in the deepest sense he cannot fail. He may not achieve precisely what he has hoped as quickly as he would like. His government may swiftly fall or slowly crumble. But he knows that somehow he himself has touched chords of hope long mute, almost dead, in the heart of France. He knows that his soft, insistent voice of reason has carried, in tones fresh and clear, to ears long since turned deaf to Paris' hollow rumble of stupid political platitudes.

He must know that from this sound, once heard, there is really no turning back.

He must know that somehow, be it for ultimate good or ill, the future of France—and of the Western world—will, in some serious measure, be shaped by him, his triumphs or failures, for years to come.



WIFE AND SONS, Bernard, 19 (on arm of sofa), and Michel, 18, gather in study of their home with Mendès-France. "We've been married 20 years," says wife Lily, "and when I hear him make a speech I'm still always astonished."

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What the man's talking about is the strange new pastime known as skin-diving. He's strictly a weekend type amateur—but take his word for it, there's no comparing the feeling you get when you wave those foolish flippers and sink down where the fish play . . . where the muck on the rocks is like velvet and the seaweed floats, each piece by itself, waving slowly back and forth.

Skin-diving by the way, is only one of hundreds of sports you, too, can thoroughly enjoy in **SPORTS ILLUSTRATED**—the lively, literate, picture-packed weekly—the national weekly of sports, to be published August 16th by the publishers of LIFE. For a Charter Subscription at a Special Rate use the handy coupon below:

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More and more people think it does. And when *one* summer drink—*fresh lemonade*—is so much better for you, doesn't it make good sense to serve it to your family? Fresh lemonade is a pure, natural fruit drink. No artificial flavorings, preservatives or carbonation! It's rich in vitamin C—the vitamin that children (and adults, too) need every day, especially in summer. Why not start your family on a better summer drink habit? Serve *fresh lemonade*, the *one* summer drink that's more cooling...more healthful, too! Costs less than a nickel for a big, delicious glass.



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AMERICA PREFERS the lemon flavor for iced tea. Iced tea calls for fresh lemons to enhance its flavor, make it more cooling. Serve generous, squeezable wedges of Sunkist Lemons—finest and juiciest from California and Arizona. Don't forget Sunkist Lemons the next time you shop.





**GENIAL FATHER** on night before wedding gives daughters special Peruvian cocktail. Made of milk, a Peruvian brandy called pisco, algarrobina syrup, the drink is supposed to make marriage fruitful.



**WORRIED FATHER** on wedding morning talks with bridegroom-to-be who was missing when rest were ready to leave for church. At right is Señora Fernández-Concha. The laggard got there on time.



**AT WEDDING SERVICE** couples kneel before altar as Monsignor Panico, the Apostolic Delegate to Canada, who performed ceremony, gives a ring to each bridegroom who then placed it on bride's hand.

Left to right are: Amparo with Angel Carnevali, 23, a Venezuelan planter; Victoria with Peter Bonardelli, 29, a Canadian public relations man; Luzmila with Dr. Roque Bellido-Tagle, 45, a Lima oculist.



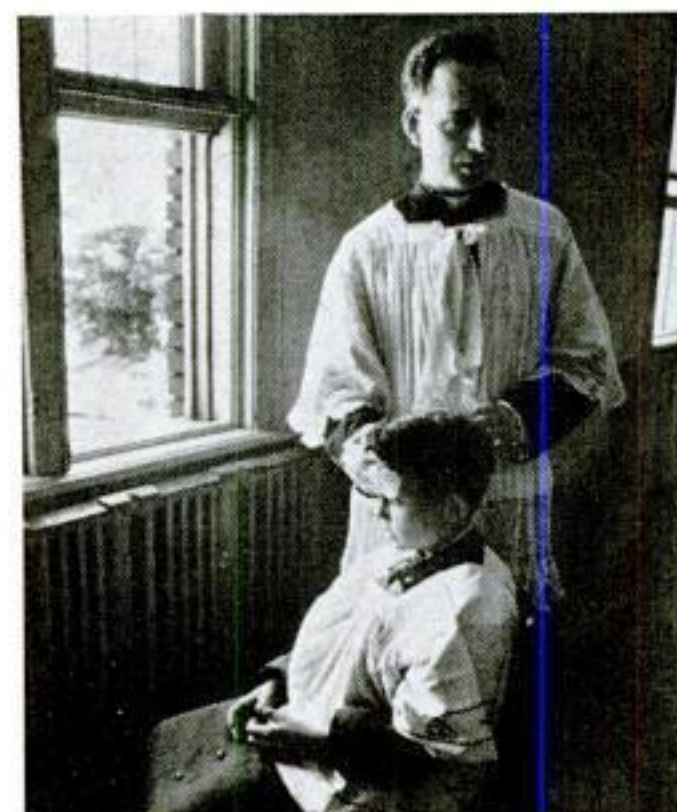
# Wedding of a Diplomat's Three Daughters

## PERU'S ENVOY TO CANADA HAS A BUSY DAY

Last winter with the three eldest of his five handsome daughters all happily engaged, Germán Fernández-Concha, Peruvian ambassador to Canada, blithely decided it would be fun to have a triple wedding. In Ottawa last month the dynamic diplomat, an ex-farmer and U.S. college football player who won a degree from the University of Maryland at the age of 44, triumphantly achieved his wish (*left*). But nothing in his experience had adequately prepared the father of the brides for his happy ordeal.

First, one of the bridegrooms said he could not make the long trip from Venezuela for the

wedding, insisted on sending a proxy. He was won over. Next came the problem of how to escort the girls down the aisle. Fernández-Concha reluctantly gave up the idea of making three trips himself, enlisted two friends for the ceremony. On the wedding day he had to cope with a shortage of ice—for the champagne—and a tardy prospective son-in-law (*opposite page*). When it was over the proud father announced he was starting a stamp collection to keep from being lonely. His daughter Consuelo (*p. 98*) also had an announcement: "When my turn comes," she stated, "I'm going to elope."



**BRIDES' BROTHER** Mariano was altar boy, felt woozy, quit ceremony.



**AT RECEPTION** in the embassy garden newlywed sisters, Amparo, 21, (*left*), Victoria, 23, (*center*) and Luzmila, 22, laugh happily together. With them are their mother (wearing an egret plume), Señora de Odría, the president of Peru's wife who came to Ottawa just to attend the wedding,

the father and young brother Mariano, who had recovered quickly. The girls' identical wedding gowns—ivory Chantilly lace over satin with tulle fingertip length veils—were chosen by their father, who went with family on a shopping trip to Syracuse, N.Y., bought \$5,000 trousseau for them.



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*Wedding* CONTINUED



**LUCKY BRIDESMAID**, the brides' sister Consuelo, 19, happily displays ring she pulled from cake. Girl who gets it is supposed to be next to marry.



**NEARLY THROUGH**, father, sweltering in a cutaway, wearily mops brow during reception.



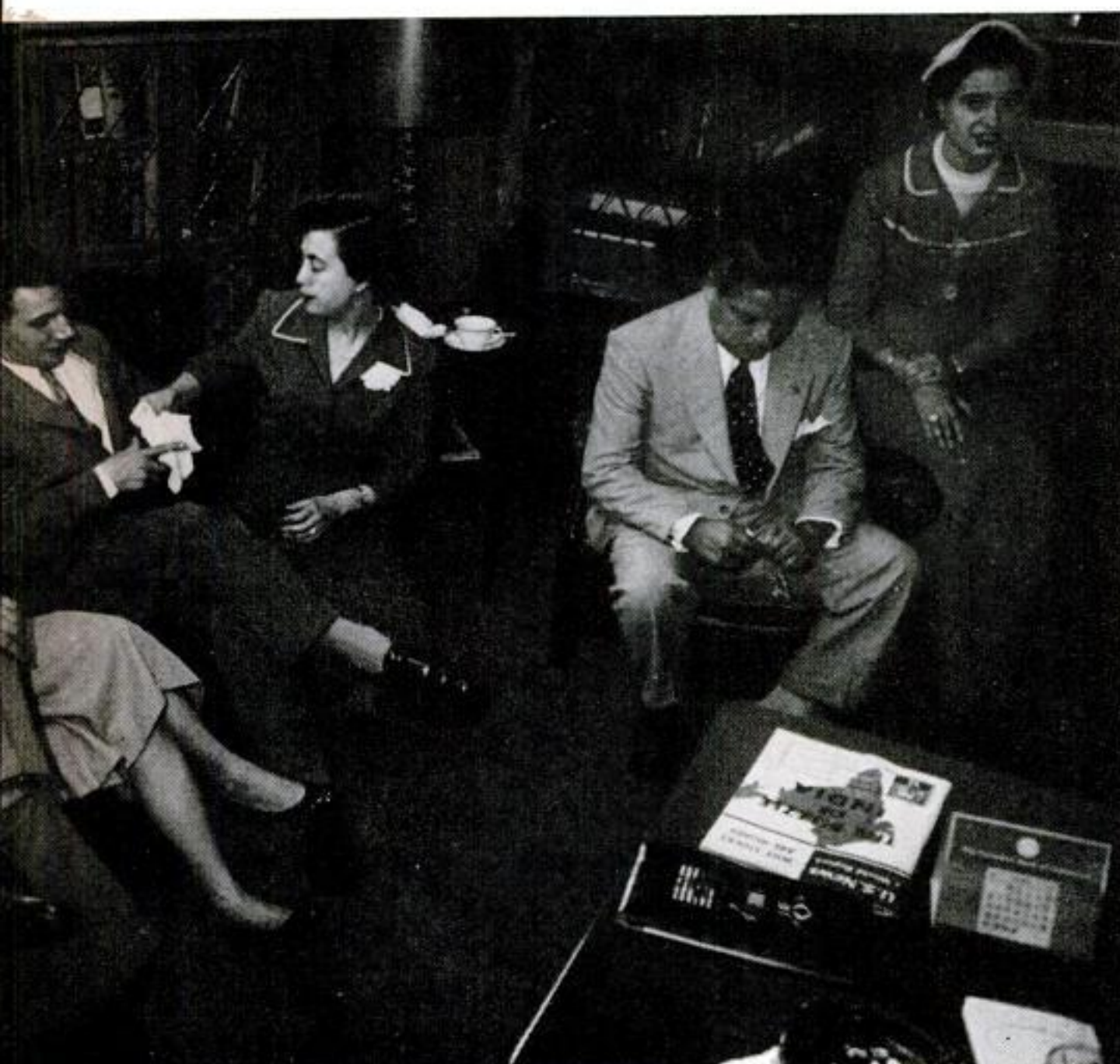




**TOSSING BOUQUETS** to nine bridesmaids, three girls stand on embassy's spiral staircase.



**WAITING FOR SKIRTS** to going-away suits, which were being ironed, the girls sit in slippers.



**FATHER'S FAREWELL WORDS** are listened to by the tearful girls and their new husbands—Carnevali (*left*), Bonardelli (*center*) and Bellido-Tagle.



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## TENNIS ACE FRAMES A FACE

At Wimbledon this year Denmark's top tennis ace, Kurt Nielsen, did not have the same magic touch that carried him to the finals in 1953. But Reginald Bur-kett, who won the Encyclopaedia Britannica's British "Best Photographer of Year" award in 1953, did not

lose the sharp eye that won him his prize. Glancing at Nielsen resting between sets, he saw framed in his racket what looked like a mirage or a ghost. Bur-kett snapped the picture above. The face in the racket turned out to be that of a girl sitting behind Nielsen.



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